

FOURTH WAVE WINE

DELIVERING WINE CATEGORY
GROWTH SINCE 2009



AUGUST
2021



Speak no evil
shiraz

LOVE NOT WAR



ORGANIC
SHIRAZ
VEGAN FRIENDLY

GROWN IN
AUSTRALIA



THE HARE & THE TORTOISE



HEATHCOT

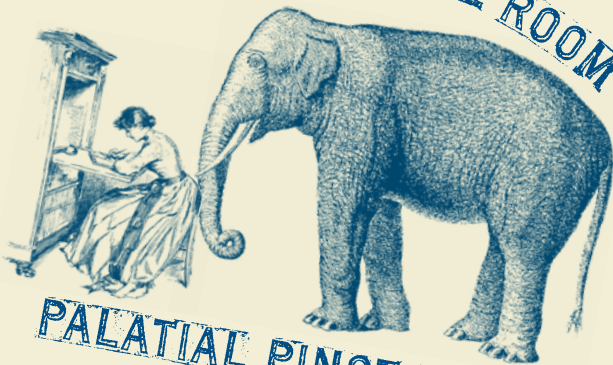
YARRA VALLEY

WILD FOLK
NATURAL PINOT NOIR

NO ADDED
SULPHITES



ELEPHANT IN THE ROOM



PALATIAL PINOT NOIR

plus & minus



pinot noir

zero alcohol



tread
softly
pinot noir
australia



Fourth Wave Wine – Australia's most consumer- focused winemaker

A family-owned business launched in 2009, Fourth Wave has become one of the world's most dynamic winemakers with a portfolio of market leading wine brands including Tread Softly, Little Giant, Elephant in the Room, Hero of Zero and Farm Hand.

A relentless innovator and consumer expert, helping wine retailers by capitalising on consumer trends. These trends translate into compelling brands that inspire and engage new and existing wine consumers to give them what they want.

Fourth Wave enjoys a dynamic and trusted relationship with key retailers and works closely with some of the world's most progressive wine businesses.

Fourth Wave also engages with a small number of like-minded, family owned wineries to create a range of authentic and regionally expressive wines from six countries including Australia, New Zealand, France, Italy, Spain and Argentina.





Australia's

NO. 1

Pinot Noir*

*August 20
Aztec volume

ELEPHANT IN THE ROOM



PALATIAL PINOT NOIR

ELEPHANT IN THE ROOM

Unapologetically big in flavour, bold in personality and suitable for any occasion

The Elephant in the Room wines are proudly large in scale and expansive in flavour. Elephant in the Room was created to give consumers exactly what they want – full bodied and mouth-filling wines that deliver maximum pleasure and satisfaction. Each wine is sourced from established, low-yielding South Australian vineyards and matured using French Oak.



**PRESERVATIVE
FREE**

Flower Power Wines
Preservative Free
Shiraz, Pinot Gris
Region
Wrattenbully,
South Australia
Seal Screwcap



375ml Bottles
Chardonnay, Pinot Noir
Seal Screwcap Case 12pk

250ml Cans
Chardonnay, Pinot Noir
Case 24pk



Wines Chardonnay, Fiano, Pinot Gris, Pinot Noir, Tempranillo, Shiraz, Merlot, Cabernet Sauvignon
Region Limestone Coast, Langhorne Creek, South Australia
Seal Screwcap Case 6pk





tread softly yarra valley

The exciting evolution of our Tread Softly Yarra Valley range continues to make the best naturally lighter in alcohol wines in Australia.

Crafted by renowned Yarra winemaker Tim Shand, the wines are prized expressions of the region that are lighter in body but still packed full of flavour.



Premium wines Chardonnay, Pinot Gris, Pinot Noir, Rosé
Region Yarra Valley
Winemaker Tim Shand
Seal Screwcap **Case** 6pk

LIGHTER
IN ALC

tread softly

Better for you and the planet

Tread Softly is a contemporary range of delicious wines that are naturally medium in weight and moderate in alcohol. Tread Softly uses more sustainable vineyard management and winemaking techniques to ensure its production has a minimal impact on the environment.

Tread Softly is dedicated to reducing its carbon footprint and commits to planting an Australian native tree for every six bottles sold. As of August 2021, we have planted more than 400,000 trees!

Australia's fastest
growing lighter in
alcohol wine brand



Wines Moscato, Rosé, Chardonnay, Sauvignon Blanc, Pinot Grigio, Grenache, Tempranillo, Sangiovese, Pinot Noir, Shiraz

Region South Australia

Seal Screwcap Case 6pk



Sparkling Wines

Blanc de Blancs, Prosecco

Seal Cork

Case 6pk



375ml Wines

Pinot Grigio, Pinot Noir

Seal Screwcap

Case 12pk



Cans

Prosecco

Case 24pk



ORGANIC

VEGAN

FARM HAND

Australia's favourite organic wine brand

The Farm Hand wines are grown by the Grigoriou family, fourth generation wine growers, from almost one hundred acres of Organic Vineyards in the Monash Valley of South Australia.

Less than 2 hours from the famed Barossa, the moderate, dry climate with very low rainfall during the Autumn months combined with fertile soils, is perfectly suited to organic viticulture.



Wines Chardonnay, Pinot Grigio, Rosé, Semillon Sauvignon
Blanc, Shiraz, Merlot, Cabernet Sauvignon
Region South Australia
Winemaker Con-Greg Grigoriou
Seal Screwcap
Case 6pk

Sparkling Blanc de Blancs
Region South Australia
Seal Cork
Case 6pk



'One of a Kind'
Single Vineyard Wines
McLaren Vale Shiraz,
McLaren Vale Sangiovese
Seal Cork
Case 6pk

"Farm Hand...
the best organic
wines you'll
find under \$15,
a marvel for
the price"
- Mike Bennie



plus & minus

prosecco

zero alcohol

ZERO ALC

plus & minus

All the benefits of wine....without the alcohol

Plus & Minus is a contemporary range of wines developed to be richer in antioxidants, minus the alcohol. They are thoughtfully crafted to support the growth in consumers seeking wines more tailored to their lifestyle.

These zero alcohol wines have been hand-made without the use of any artificial sweeteners but do see the addition of grape skin extract (GSE) during the winemaking process. This GSE is rich in naturally occurring antioxidants delivering more of those benefits that can already be found in red wine but without the alcohol. The Plus & Minus range of wines have been uniquely hand-crafted using only high-quality grapes from premium, dry grown Australian vineyards.

A NEW
benchmark
in high quality
alcohol-removed
wine.



Wines Rosé, Pinot Grigio, Pinot Noir, Shiraz
Region South Australia
Winemaker Corey Ryan
Seal Screwcap
Case 6pk

Sparkling Blanc de Blancs, Prosecco
Region South Australia
Winemaker Corey Ryan
Seal Cork
Case 6pk



LITTLE GIANT

Great things come in small packages

The southern hairy-nose wombat is smaller than other wombats but is stocky, robust and the proud state emblem of South Australia. Like the might of the little wombat, Little Giant is crafted from premium regional fruit from established vineyards that deliver character and interest well above their size and weight.

Hand-crafted and made with minimal additions and preservatives, these wines reflect the vineyard. The grapes are picked at optimal ripeness, minimally handled in the winery and fruit vibrancy is not hidden by non-essential artefact. First and foremost, seeking fruit expression, drinkability and to be a great accompaniment to food.

**A GIANT
PERFORMER:**
**LEADING MARKET
GROWTH \$16+**



Wines Pinot Gris, Chardonnay, Grenache, Malbec, Pinot Noir, Shiraz, Cabernet Sauvignon
Regions Adelaide Hills, Barossa, Coonawarra, South Australia
Seal Screwcap **Case** 6pk

Little Wine Red Blend
Seal Cork
Case 12pk



Wines Cabernet Malbec, Grenache Tempranillo, Malbec Shiraz, Nebbiolo, Shiraz Mataro
Regions Barossa Valley, Clare Valley, Adelaide Hills, McLaren Vale
Seal Screwcap **Case** 6pk

Single Vineyard Wines
Barossa Shiraz,
Coonawarra Cabernet
Seal Screwcap
Case 6pk

Fine aged Tawny
Seal Cork
ase 12pk



VEGAN

PRESERVATIVE
FREE

THE HERO OF ZERO

Preservative Free wines without compromise

Hero of Zero is a contemporary Preservative Free brand focusing on fuller-flavoured wines, made and bottled without sulphur additions. Supporting a category of consumers increasingly aware and seeking good, affordable 'PF' wines, they are hand-crafted from the best quality fruit sourced from premium vineyards across South Australia.

With meticulous handling in the vineyard and winery, the pristine fruit will have less exposure to anything harmful that may normally require the addition of preservatives. Hero of Zero wines are also vegan friendly.



Wines Sauvignon Blanc, Pinot Grigio,
Rosé, Shiraz, Pinot Noir, Grenache
Region South Australia
Seal Screwcap
Case 6pk

Sparkling Blanc de Blancs
Region Australia
Seal Cork
Case 6pk



VEGAN

PRESERVATIVE
FREE

ORGANICALLY
GROWN

NATURAL

WILD FOLK

The natural choice in wine

Minimal intervention in the winery ensures a joyful glass of just what mother nature intended. Wild yeast fermented, no additions, vegan friendly, preservative free, unfinned and unfiltered – nothing but fermented grapes at their finest. Delicious, naturally.



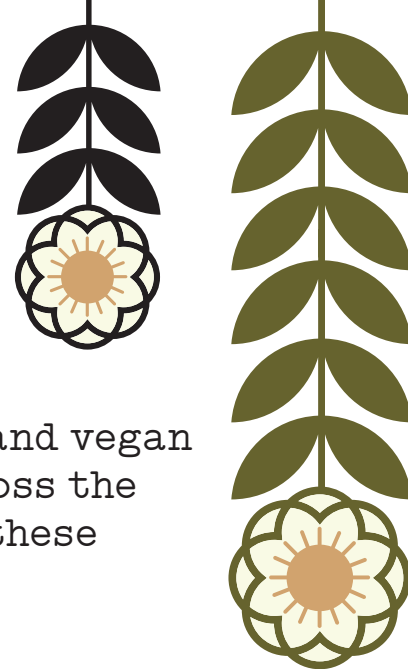
- PRESERVATIVE FREE
- ORGANICALLY GROWN
- VEGAN FRIENDLY



Wines Touriga, Nero d'Avola, Pinot Noir, Shiraz
Regions McLaren Vale, Yarra Valley, Barossa
Winemaker Corey Ryan
Seal Cork
Case 6pk

Organic & vegan friendly

Fourth Wave have a wide range of organic and vegan friendly offerings from Australia and across the globe, ensuring we are market leaders in these increasingly popular categories.



THE INDIGO
ORGANIC
GRAPE
Growers
COLLECTIVE

The Indigo Grape Growers Collective is a modern range of organic wines sourced and crafted by a small number of like-minded vignerons from their organically grown vineyards. Though collectively known as the greater Indigo region, the fruit for these wines was grown in the heart of Victoria, famous for producing warm, fuller bodied wine styles with rich flavours and heady aromatics. These wines are suitable for vegans and are part of a progressive generation that champion sustainable organic farming.

Wines White Field Blend, Shiraz, Cabernet Sauvignon
Region Victoria, Australia
Winemaker Steve Saffioti
Seal Screwcap
Case 6pk

no evil

No Evil is a wine range crafted from premium organic vineyards and are a great accompaniment to food. Crafted using small batch boutique winemaking techniques and only using high quality organically grown fruit, No Evil are vibrant, rich and flavourful wines that are also vegan friendly.

Wines Rosé, Sauvignon Blanc, Pinot Grigio, Pinot Noir, Shiraz, Cabernet Sauvignon
Region South Australia
Winemaker Corey Ryan **Seal** Screwcap
Case 6pk

- ✕ no chemical pesticides
- ✕ no animal products
- ✕ no monkey business



VEGAN

ORGANIC

Lighter in Alcohol

Delivering on the trend of better for you, we offer naturally moderate styles including Tread Softly and lighter alcohol wines such as Sheep in Wolf's Clothing that are geared to positive lifestyle choices.



SHEEP IN WOLF'S CLOTHING

Sheep in Wolf's Clothing is a brand new lighter in alcohol wine that promises more flavour but less calories. It offers all the enjoyment of wine but contains less than half the usual alcohol and calories than most standard table wines, as well as being delicious and refreshing. Appearances can be deceptive; it's a refreshing glass with less bite.

Wines Rosé, Pinot Grigio, Pinot Noir, Shiraz
Region Australia **Winemaker** Corey Ryan **Seal** Screwcap
Case 6pk

LIGHTER
IN ALC

Zero Alcohol

Fourth Wave are producing Australia's best quality zero alcohol wines. The Plus & Minus and Funky Monkey ranges ensure consistent and assured quality in alcohol-removed wines.

funky monkey

Funky Monkey is a new, zero alcohol extension to the No Evil wine range, sourced from premium Australian vineyards. As well as being zero alcohol, Funky Monkey has no unwanted pesticides and is better for you as it is packed with naturally occurring antioxidants. Crafted using small batch boutique winemaking techniques and high-quality grapes, the Funky Monkey range is also vegan friendly.

Wines Pinot Grigio, Pinot Noir, Prosecco, Blanc de Blancs
Region Australia
Pinot Grigio and Pinot Noir Seal Screwcap **Prosecco** Cork
Blanc de Blancs Crown Seal
Case 6pk



ZERO ALC

VEGAN



Sobriety Society is a great tasting zero-alcohol wine range made with organically grown grapes. Thanks to a gentle filtration process the wines remain vibrant and full-flavoured.

Sparkling Blanc de Blancs
Region Australia
Seal Cork **Case** 6pk

Wines Chardonnay, Tempranillo Shiraz
Region Australia
Seal Screw Cap **Case** 6pk



NATURAL

ZERO ALC

ORGANIC

plus & minus is a new benchmark in high quality alcohol-removed wine see pages 10 & 11



Australian wine

Fourth Wave specialise in sourcing innovative wines that typify modern Australian winemaking. These are contemporary styles that offer consumers a broad spectrum of varieties and tastes. Providing a wine for every occasion.

TAKE IT TO THE GRAVE

Take it to the Grave is a range of contemporary, regional South Australian wines crafted to explore the secrets behind the greatest challenges and rewards of winemaking. Always seeking to deliver incredible value whilst engaging and exciting wine consumers, whether it be with older vineyard resource, cooler climates or wines that deliver great drinkability with or without cellaring.

Each wine is created and hand-crafted by Corey Ryan and Nicholas Crampton who source premium parcels of fruit from well-established vineyards, ensuring bright, fresh and satisfying wines are the result.

Wines Rosé, Pinot Grigio, Pinot Noir, Shiraz, Cabernet Sauvignon
Region Adelaide Hills, Coonawarra, Langhorne Creek, Barossa Valley
Seal Screwcap Case 6pk
250ml Cans Shiraz **Case** 24pk



THE HARE & THE TORTOISE

The wine regions of the great state of Victoria are some of Australia's most picturesque and historical. Today we can expect to see exciting wines and evocative wine styles as common fare. Hare & Tortoise wines are locally sourced and hand-crafted from high quality fruit sourced from the best of sites.

Each wine in the Hare & Tortoise range represents the steady pursuit of fine, individual, regional wines of great drinkability and interest through patience, knowledge and a hands-off approach to winemaking.

Wines Pinot Gris, Pinot Noir, Prosecco
Region King Valley, Yarra Valley, Australia
Winemaker Tim Shand, Joel Pizzini
Seal Screwcap **Case** 6pk
Seal (Prosecco) Cork



BARE WINEMAKERS

Bare, in its most fundamental, means laid out for all to see. That's the joy of these three wines from three celebrated winemakers in three distinct regions. The Bare Winemakers celebrates wines made in a 'less is more' fashion by artisan winemakers from celebrated South Australian regions including the McLaren Vale, Adelaide Hills and the Limestone Coast.

Wines Chardonnay, Shiraz, Pinot Noir
Region Adelaide Hills, McLaren Vale, Limestone Coast
Winemaker Jasper Ryan, Antoine Schurr, Vadim Burunsis
Seal Screwcap **Case** 12pk



Bleeding Heart is a collaboration between leading McLaren Vale winegrower Jim Zerella and winemaker Nicholas Crampton to create approachable and inviting wines that are expressive of their region and variety, delivering outstanding drinking pleasure and value.

Wines Sauvignon Blanc, Chardonnay, Shiraz, Cabernet Sauvignon
Region Limestone Coast, South Australia
Winemaker Nicholas Crampton and Jim Zerella
Seal Screwcap
Case 12pk



WOODS CRAMPTON WINES

Woods Crampton is a boutique Barossa winemaker crafting distinctly regional wines filled with character and nuance. Sourced predominantly from old vine vineyards to produce thought-provoking wines from both well-known and alternate varieties.



White label wines

Barossa Shiraz, Barossa Cabernet Sauvignon, Riesling
Seal Screwcap Case 12pk

Region Barossa Valley, Eden Valley, South Australia
Winemaker Nicholas Crampton, Aaron Woods, Corey Ryan



Black label wines

High Eden Valley Riesling, Eden Valley Shiraz, Barossa Valley Mataro

Seal Screwcap Case 6pk



Coloured label preservative free wines

Preservative Free Barossa Shiraz, Sleeping Dogs Barossa Red Blend, Pedro Barossa GSM
Seal Screwcap Case 6pk



Flagship Wines

Frances and Nicole Eden Valley Shiraz
Seal Screwcap Case 6pk
Phillip Patrick Eden Valley Shiraz, Michael John Barossa Valley Shiraz
Seal Cork LUC Case 6pk

God made
Cabernet and
the devil
made Pinot

mania

Mania allows Jim Chatto to broaden his Tasmanian winemaking outside the Huon Valley, leveraging friendships built over the years to source parcels of fruit from small growers across the state. The Mania Pinot Noir is a slightly more approachable expression of the Chatto style, perfect to partner with food and be enjoyed at any occasion.

Wines Pinot Noir
Region Tasmania **Winemaker** Jim Chatto
Seal Screwcap **Case** 6pk



HELLO!

Hello! is the warm and welcoming wine range of today. These are bright, flavoursome wines made simply. The range have been masterfully hand-crafted from premium dry grown vineyards across South Australia and comprises of lively Pinot Noir, a juicy Shiraz, a crisp Pinot Grigio and a mouth-watering Rosé. Creating friendly wines that shout Hello! with their bursting bright fruit flavours that are not only soft and approachable, but vegan friendly as well.

Wine Rosé, Pinot Grigio, Pinot Noir, Shiraz
Region South Australia **Winemaker** Corey Ryan
Seal Screwcap **Case** 6pk



VEGAN

AUGUST
2021