

G'day from

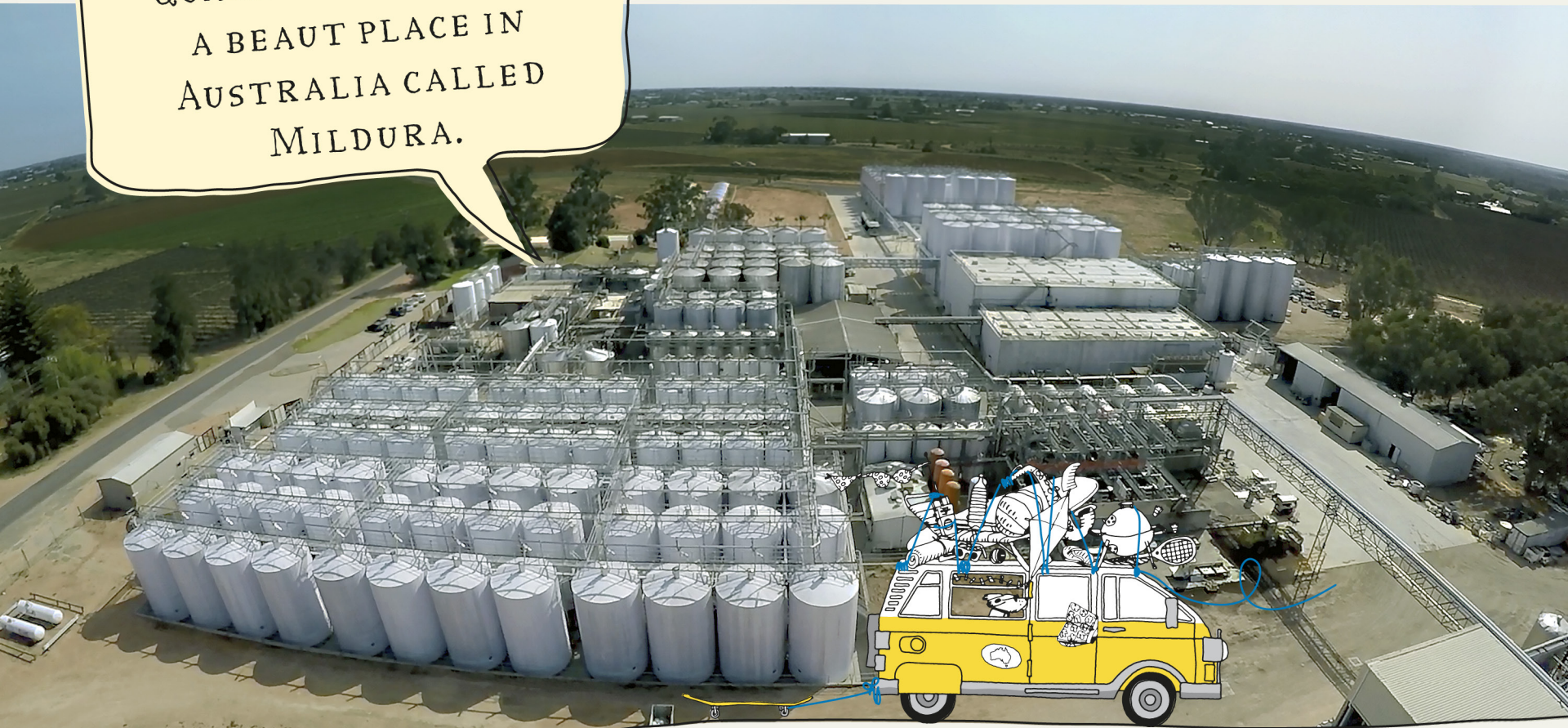
BARRAMUNDI





QUALIA  
wines

WE'RE OWNED BY  
QUALIA WINES, FROM  
A BEAUT PLACE IN  
AUSTRALIA CALLED  
MILDURA.



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- About Us
- Our Services
- Volumetrics
- Our Vineyards and Grape quality
- Our Team
- Conclusion



# About us

- Qualia Wines was founded in Dec 2009 after acquiring the assets of Negtar Wines, but its history goes back over 120 years to the early viticultural pioneers of 1887
- The name 'Qualia' comes from a latin word which means 'what sort' or 'what kind'. It's a term used in philosophy to describe how we sense things around us
- We are arguably Australia's largest provider of specialist wine services and bespoke wines, operating a business to business strategy that delivers the highest possible quality at the lowest possible cost. The benefits of our sales and skills are passed onto our customers because our success is only measured by our customer's ability to prosper in today's highly competitive market



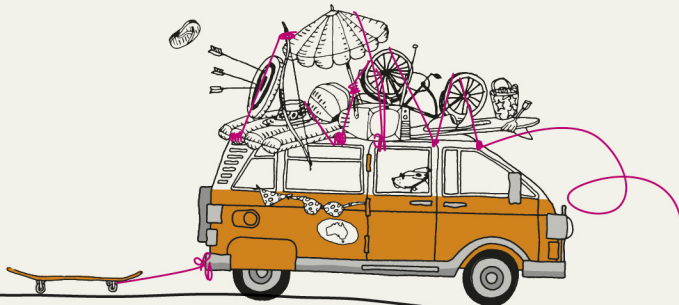
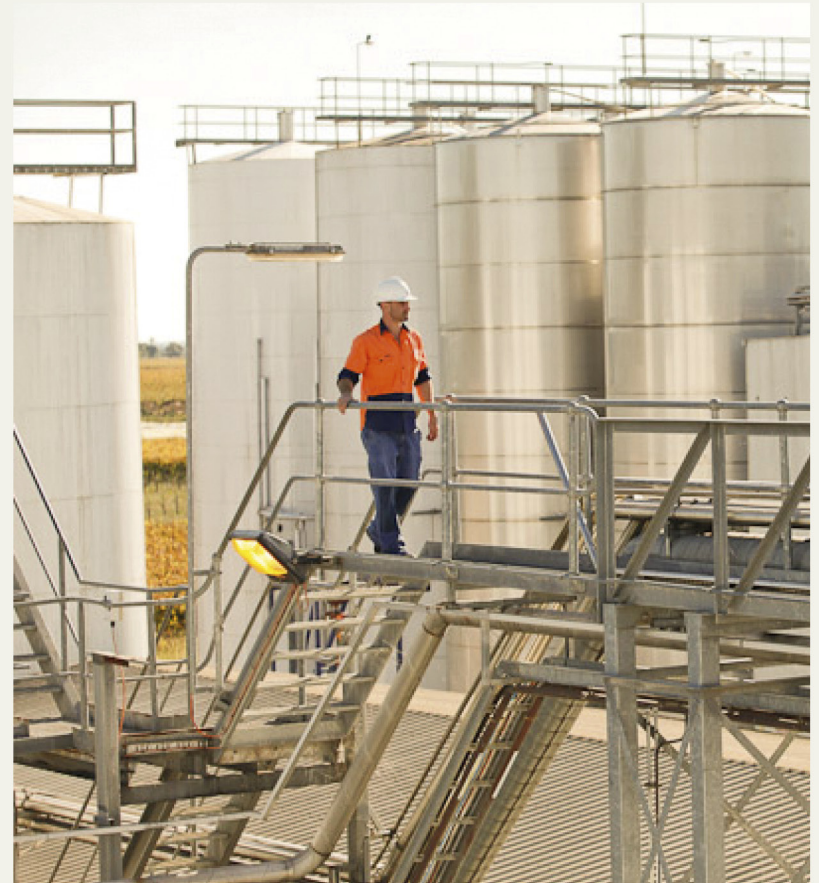






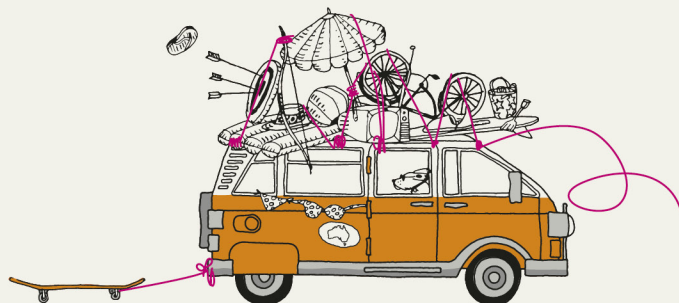
# Qualia Wines:

- is a stable, 100% Australian owned company
- is ranked in Australia's Top 6 winemakers
- has full conformity to global GMP through our ISO 22000 accreditation with HACCP
- joins 'Crafted by Mildura' to support local industry



# Our Services

- Specialising in pre-vintage, made to order projects, we supply to customers in over 40 countries. Our customers include international distributors, supermarkets and global brand marketers
- As part of our over-arching business-to business strategy we offer a comprehensive wine supply chain service
- Including a full bespoke wine, a bulk wine services and a limited release brand portfolio
- By outsourcing all non-core, non-winemaking functions we offer flexibility, rapid response and economy to our customers



# Our Services



## Bottled Wine Supply

- Full bespoke (OEM) service
- Outsourced bottling capacity 39,600 bottles per line, per shift, per day under BRC certification



## Bulk Wine Supply

- Preferred supplier to major supermarkets, leading wine vendors and brand owners in both international and domestic markets



## Concentrate

- Produce over 1000 metric tonnes of 68° Brix, heat and cold stable neutral and varietal grape concentrate



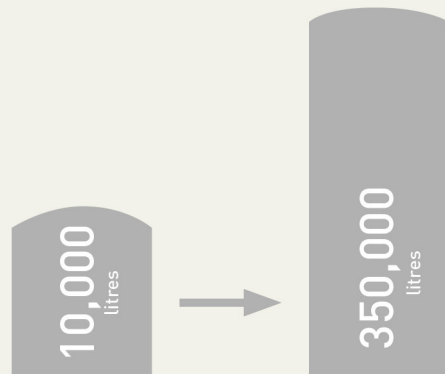
# Volumetrics

Average annual crush : **exceeds 50,000 tonnes**  
(although we have the capacity for 60,000 tonnes)



# Volumetrics

Onsite Wine Storage capacity :  
**60,000,000 litres**



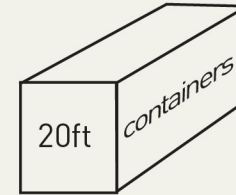
- over 500+ stainless steel vessels in various sizes
- all insulated, temperature controlled
- with automated inert gas management



# Volumetrics

Wine Production: 37,500,000 litres

= 50,000,000 x  750ml or 3800 x



Bottling capacity: 39,600 bottles per shift, per day,  
with BRC accreditation

= 3,300 x  dozen



# Vineyards and Grape Quality

- 40% of all Qualia's grapes come from 600 hectares of proprietary vineyards
- The balance is supplied by a strictly controlled grower base of 80 vigneron
- The majority of the crush is from within the Murray Darling region but includes grapes from major viticultural regions such as:
- Clare Valley, McLaren Vale, Langhorne Creek, The Riverland, Southern Fleurieu and Limestone Coast and Cowra
- For all wine we make there is an auditable trail from vine to wine





To produce the best quality wines we:

- Choose the best vineyard site
- Consider grape clone and vineyard architecture
- Harvest at night
- Follow a unique, meticulous winemaking process



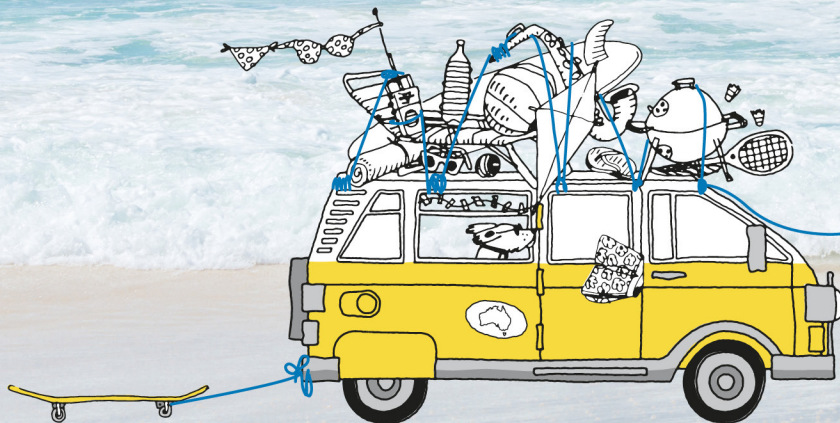
# Grape varieties grown:

- Shiraz
- Cabernet Sauvignon
- Merlot
- Pinot Noir
- Petit Verdot
- Chardonnay
- Pinot Grigio
- Sauvignon Blanc
- Viognier
- Semillon
- Muscat Gordo Blanco (Moscato)





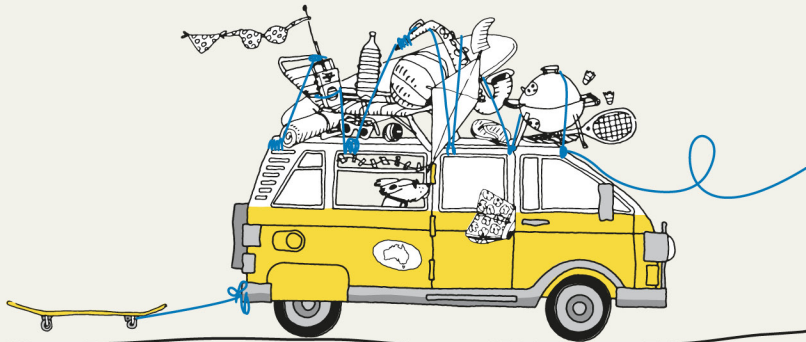
WE LOVE AUSTRALIA  
SO MUCH WE WANTED  
TO BOTTLE IT!



So here's our positioning statement...

BARRAMUNDI

AUSTRALIA,  
BOTTLED.

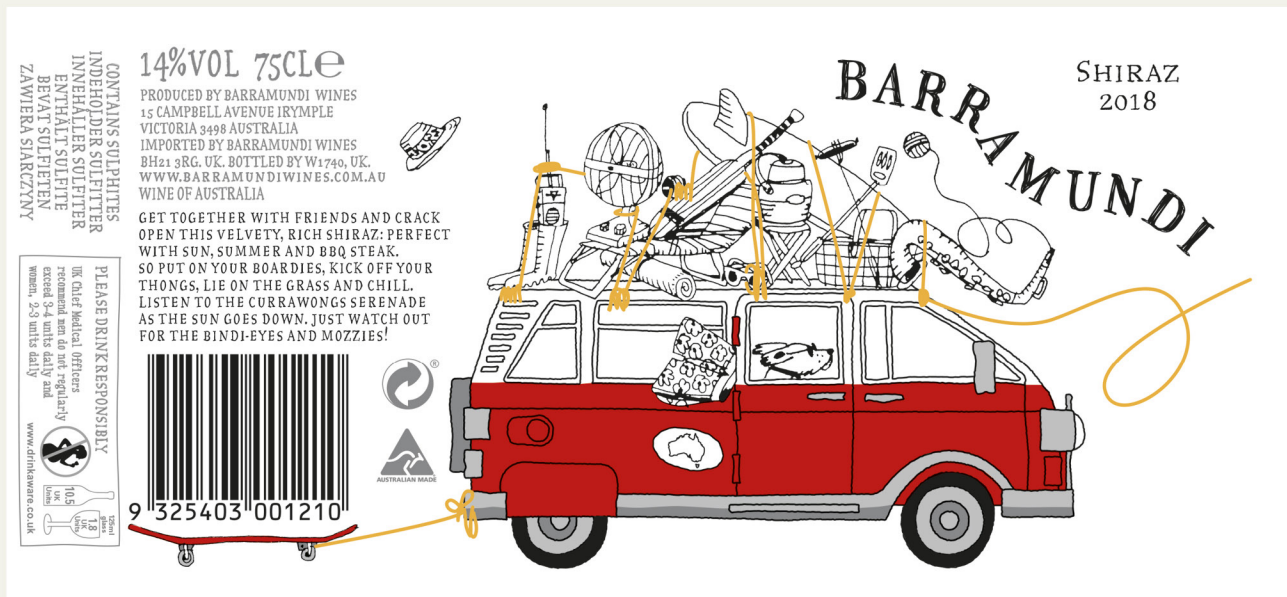




So what does Barramundi look like?



# Label example:



# What do the cartons look like?



Each carton carries the same theme as the label

# Press advertising examples



BARRY SAYS:

"DON'T WORRY ABOUT THE  
WORLD ENDING TODAY.  
IT'S ALREADY TOMORROW IN AUSTRALIA"




**BARRAMUNDI**  
AUSTRALIA,  
BOTTLED.

LOOK FOR US AT  
SYON PARK  
FOODIES FESTIVAL  
MAY 28-30


AVAILABLE FROM  
MOST SAINSBURY AND  
TESCO STORES.

DRINK RESPONSIBLY.



BARRY SAYS:

"IT'S ALWAYS 5 O'CLOCK  
SOMEWHERE"




**BARRAMUNDI**  
AUSTRALIA,  
BOTTLED.

LOOK FOR US AT  
SYON PARK  
FOODIES FESTIVAL  
MAY 28-30


AVAILABLE FROM  
MOST SAINSBURY AND  
TESCO STORES.

DRINK RESPONSIBLY.



BARRY SAYS:

"I COOK WITH WINE.  
SOMETIMES I ADD IT  
TO THE FOOD"




**BARRAMUNDI**  
AUSTRALIA,  
BOTTLED.

LOOK FOR US AT  
SYON PARK  
FOODIES FESTIVAL  
MAY 28-30


AVAILABLE FROM  
MOST SAINSBURY AND  
TESCO STORES.

DRINK RESPONSIBLY.



BARRY SAYS:

"COME AND CELEBRATE  
THE TWO BASIC FOOD GROUPS.  
RED AND WHITE"



**BARRAMUNDI**  
AUSTRALIA,  
BOTTLED.

LOOK FOR US AT  
SYON PARK  
FOODIES FESTIVAL  
MAY 28-30

AVAILABLE FROM  
MOST SAINSBURY AND  
TESCO STORES.

DRINK RESPONSIBLY.



# Merchandise



POLOS



TEES



BEACH GAMES



SUNNIES



TASTING CUPS



SINGLETS



APRONS



COOLER BAGS

# Social Media



"TOOT TOOT! IT'S BERLIN!"



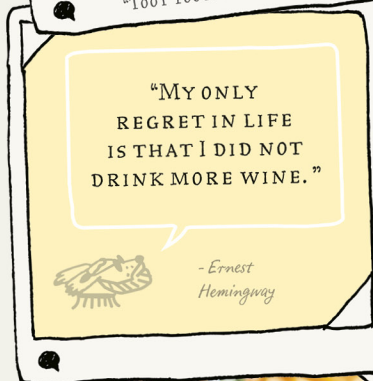
"SWAPPED MY UGG BOOTS"



"WHO'S THAT GOOD LOOKIN' FELLA?"



"A DIFFERENT TYPE OF SCULLING!"



"MY ONLY  
REGRET IN LIFE  
IS THAT I DID NOT  
DRINK MORE WINE."



- Ernest  
Hemingway



"AYE-AYE MIN, ABERDEEN!"



"CHEERS, MATE!"



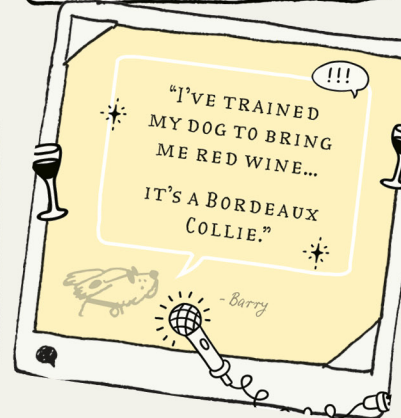
"CRACKER VIEW!"



"WHICH BARRAMUNDI GOES  
WITH BARRAMUNDI?"



"TOP DROP TONIGHT!"



"I'VE TRAINED  
MY DOG TO BRING  
ME RED WINE...  
IT'S A BORDEAUX  
COLLIE."



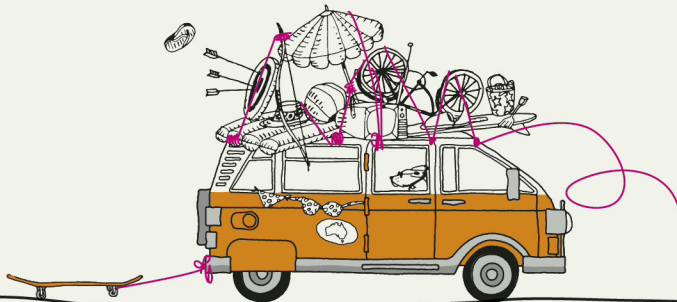
- Barry



"EVERYDAY FIESTA"

# Barramundi is the full bottle!

- Instant stand out brand appeal
- Uniquely Australian
- Inviting consumer curiosity
- Multiple SKU's
- Popular varieties
- Third party endorsement with excellent show and tasting results
- Marketing support POS and merchandise
- Active social media and website



# Why Barramundi Wines?

- Over 50 years of winemaking experience.
- Focus on the US market needs.
- Well developed and expansive portfolio of wines meeting key price points.
- High profit margins attainable on all wines.
- Exciting portfolio of wines to expand distribution.





# Why Barramundi Wines?

- Concept wines available for key channels.
- Flexibility on alternative labels. Private label supply to key chain accounts.
- Strong focus on sustainable farming practices through our “Sustainable Farming” Project.
- POS material / Website/ Constant Contact/ Social Media.
- Direct support and presence in the market through our regional Brand Ambassadors.



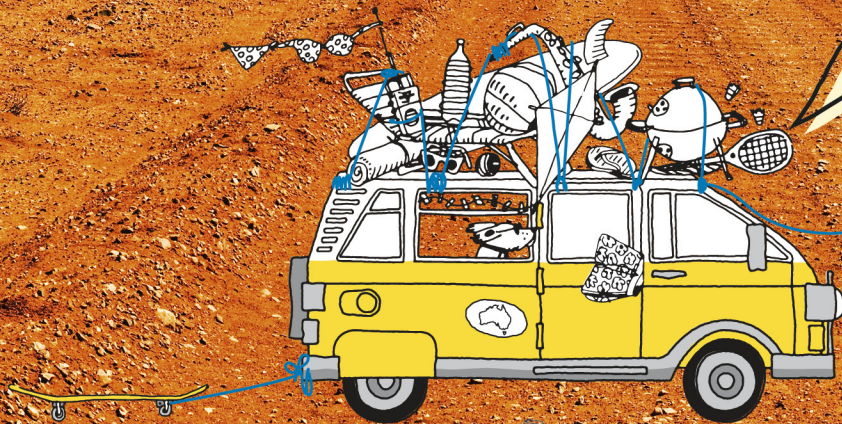
# Why Barramundi Wines?

- Key focus on the development of National and Chain accounts as a partner with a strong and flexible importer base.
- Good presence in chain accounts.
- Direct presentations to chain buyers in order to evaluate and support placement opportunities.
- Strong support in promotional activities within chain and general markets.
- Regular sales incentive programs in support of chain and general markets.





WE HAVE THE ABILITY THROUGH  
OUR STRONG PORTFOLIO OF WINES,  
PRICING AND PRODUCTION ABILITY TO  
BE A MAJOR PARTNER IN THE SUPPLY  
AND SUPPORT TO THE RETAIL AND  
CHAIN SECTORS IN ALL MARKETS.



# Barramundi Support

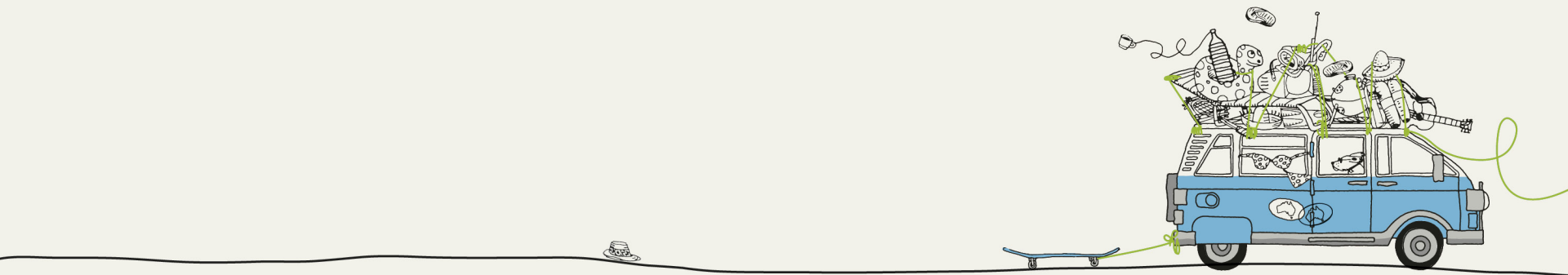
- Regular sales incentive programs to support the sales team and grow market share.
- Retailer incentive programs, based on case stacks to develop and grow brand awareness and consumer support at store level.
- Point of sale material for retailers – Case Cards, Shelf Talkers, Buckets, Openers etc. (Check POS Material Schedule).
- In store promotional material – Banners and Posters.
- Market visits to support sales team.





# Barramundi Support

- Creative packaging to attract consumers and create brand awareness.
- Own offices within the USA to facilitate effective and professional assistance and support to all customers.
- Fluid transparency from time of order to delivery.
- Website accessibility to tasting notes, bottle images, winery facts, new product launches and trade support.
- Media advertising and promotions.



Cheers from

BARRAMUNDI

