

THE RIVERLAND RUNS FREE

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PURPOSE OF THIS DOCUMENT

The Riverland Runs Free brand campaign has been developed by Riverland Wine. This unique brand campaign is aimed at moving the target audience forward and freeing them of the barriers of formality, convention, and expectation.

The Riverland Runs Free Campaign:

- is upbeat, playful, irreverant, and relatable
- highlights the forward-thinking nature of Riverland grape growers, producers, and wine styles.
- evokes emotions of freedom and liberation, through the exploration and discovery of Riverland wines, and the experience of the region and the people.

A full suite of traditional and digital marketing assets have been created to bring this new branding to life and deliver an effective and robust campaign.

The Riverland Runs Free brand guidelines were developed to ensure that the new The Riverland Runs Free branding is applied consistently and correctly to all brand applications and touchpoints.

All usage of the brand elements must receive approval from Riverland Wine. For more information on the Brand Guidelines or approval of brand usage, please contact **eo@riverlandwine.com.au**.

POSITIONING STATEMENT

TARGET AUDIENCE

Open-minded, curious 30-45yo trade and consumers, looking for a fresh, exciting and approachable wine experience.

UNIQUE CATEGORY PROPOSITION

The Riverland is Australia's most expansive, diverse and experimental wine region.

BENEFIT

Full of surprises, alternate varietals, old favourites and maverick producers writing an exciting new chapter in Australian wine.

REASON TO BELIEVE

80+ wineries producing from Riverland grapes, 100+ grape varieties, 930+ wine grape growers, 20+ hectares planted in a unique environment, bountiful soils, ideal Mediterranean climate, underdog success stories.

BRAND

AUDIENCE OVERVIEW



THE EMERGING MAKER

Brand Awareness:
Medium – High

Values:
Independence
Innovation
Sustainability

Problem:
Making a mark in an industry dominated by tradition



THE SOMMELIER

Brand Awareness:
Medium

Values:
Quality
Authenticity
Variety

Problem:
Curating compelling choices from a sea of sameness



THE INTERNATIONAL BUYER

Brand Awareness:
Low – Medium *(of AU)*

Values:
Quality
Authenticity
Variety

Problem:
Appealing to evolving consumer preferences



THE BACKYARD BBQ VINOFILE

Brand Awareness:
Low – Medium

Values:
Originality
Authenticity
Narrative

Problem:
Reaching beyond the expected to keep things exciting



THE NEXT-GEN NOVICE

Brand Awareness:
Low

Values:
Relatability
Irreverence
Sustainability

Problem:
Finding a way into an intimidating category

Trade

Consumer

BRAND ARCHETYPE

EXPLORER

Motivated by craving for **new experiences**.

Values **independence** and **self-sufficient**.

Desire to be **free** of **establishment**.

Known to **push boundaries** and delight in **unexpected discoveries**.

REBEL

Challenges convention by questioning status quo.

Values progressive and provocative thought, **bravery, honesty**, and **experimentation**.

Desire for **fresh perspectives** and **aspirational change**.

Known for taking risks, breaking rules, and **pushing the envelope**.

MAVERICK

Rejects labels, boxes, or **constraining ideas**.

Smart, creative, and **unconventional**.

Values **independence, originality, quirkiness**, and fearlessness.

Motivated to **protect freedom** and willing to employ disruptive tactics to **affect change**.

BRAND

CONTENT PILLARS



PRODUCT

Attribute Variety, Organic, Unexpected

Function Choice, Discovery

Emotion Excitement, Self-discovery

Engages Winemakers, Commercial, Explorers



PEOPLE

Attribute Pioneers, Mavericks, Innovators

Function Independent, Underdog

Emotion Inspiration, Liberation

Engages Explorers, First Timers



PLACE

Attribute Natural Landscape, River Lifestyle

Function Recreation, Beauty

Emotion Freedom, Inspiration

Engages First Timers, Explorers, Winemakers

PRIMARY LOGO (CLEAN)

The primary logo uses a standard stacked lockup. This should be used in most instances where the logo is required. Leave clear space equal to the height of one line of text on all edges of the logo.

THE
RIVERLAND
RUNS
FREE

Clean Version

THE
RIVERLAND
RUNS
FREE

Minimum Height: 20mm

Clear Space Guide

PRIMARY LOGO (DRAWN)

The ‘drawn’ version of the primary logo introduces a hand-drawn element. This version should be used when there is no other hand-drawn element to a Riverland Runs Free campaign design.



Drawn Version



PORTRAIT LOGO (CLEAN)

The portrait logo uses a condensed lockup. This logo should only be used for stylistic effect or when space is limited and the primary logo cannot be used. Leave clear space equal to the height of one line of text on all edges of the logo.

THE
RIVER-
LAND
RUNS
FREE

Clean Version

THE
RIVER-
LAND
RUNS
FREE

Minimum Height: 25mm

Clear Space

PORTRAIT LOGO (DRAWN)

The ‘drawn’ version of the portrait logo introduces a hand-drawn element. This version should be used when there is no other hand-drawn element to a Riverland Runs Free campaign design.



Drawn Version



LANDSCAPE LOGO (CLEAN)

The landscape logo uses a condensed lockup. This logo should only be used for stylistic effect or when space is limited and the primary logo cannot be used. Leave clear space equal to the height of one line of text on all edges of the logo.

**THE RIVERLAND
RUNS FREE**

Clean Version

**THE RIVERLAND
RUNS FREE**

Clear Space

Minimum Height: 10mm

LANDSCAPE LOGO (DRAWN)

The ‘drawn’ version of the landscape logo introduces a hand-drawn element. This version should be used when there is no other hand-drawn element to a Riverland Runs Free campaign design.

**THE RIVERLAND
RUNS FREE**

Drawn Version

**THE RIVERLAND
RUNS FREE**

Minimum Height: 10mm

Clear Space

LOGOS

INCORRECT USAGE

Only use the logo files as they are provided.



Do not modify the logo lock-ups



Do not stretch or rotate the logofiles



Do not use the drawn version with a hand-drawn tagline



Do not use the logo is a colour outside the guidelines

LOGOS

CLEAN & HAND-DRAWN LOGOS

The Riverland Runs Free Campaign shines best when hand-drawn element contrast the bold logo. For this reason, each logo has been provided with a hand-drawn variant and the six approved taglines have also been hand drawn.



Correct Usage:

Clean version of the logo used alongside a hand-drawn tagline.
The tagline can be repositioned and resized to fit the design.



Correct Usage:

Drawn version of the logo used
as a standalone feature.

RIVERLAND WINE LOGO

The Riverland Wine association logo colours are aligned with the The Riverland Runs Free colours. The Riverland Wine logo should appear on all The Riverland Runs Free collateral, with the exception of digital channels where content is published from a Riverland Wine account and therefore it is clear to the audience that The Riverland Runs Free is associated with Riverland Wine.



Primary Logo - black version



Secondary Logo - blue version



Social Media Favicon - circular option

USAGE WITH RIVERLAND WINE

When using The Riverland Runs Free logo with the Riverland Wine logo they can either be locked up together, or separated in the design.



3.0 BRAND

COLOURS

Always use the correct colour code. Use RGB or HEX values for digital production.
Use CMYK for standard printing and PANTONE for offset printing.



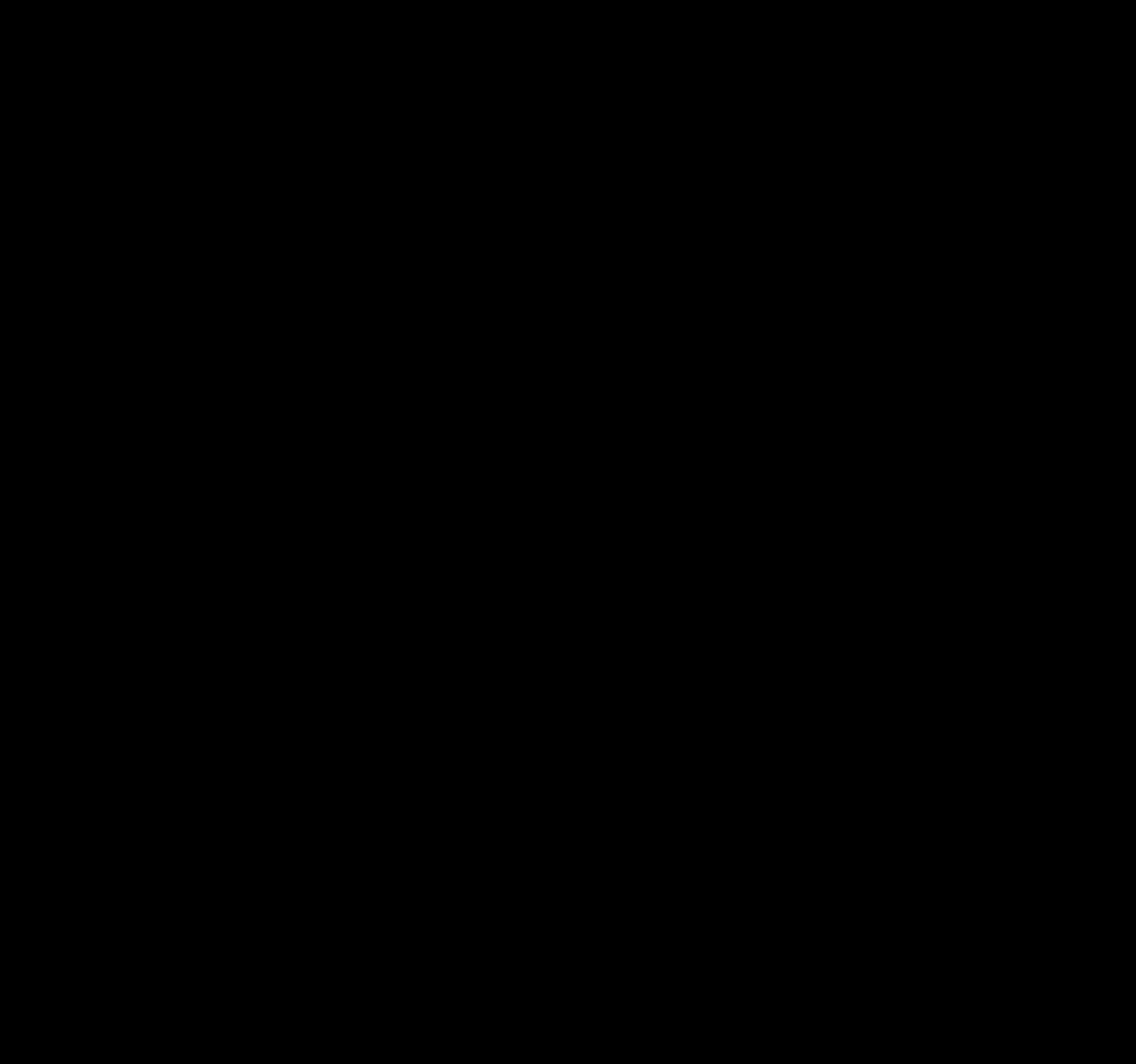
Bright Yellow

RGB	F5FF78
HEX	245, 255, 120
CMYK	5, 0, 60, 0
PANTONE	393



Bright Blue

RGB	0, 100, 200
HEX	0064C8
CMYK	95, 65, 0, 0
PANTONE	2387



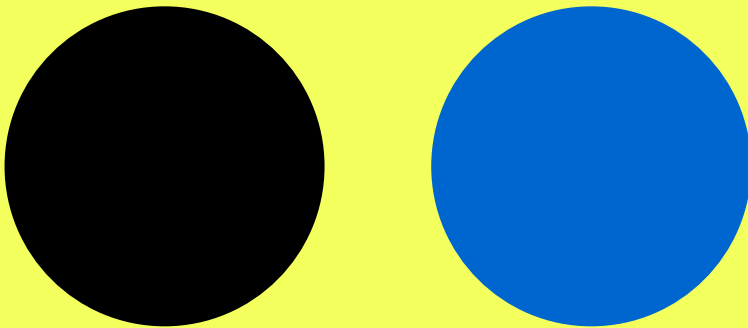
Black

RGB	0, 0, 0
HEX	000000
CMYK	0, 0, 0, 100
PANTONE	Black

BRAND

COLOUR USAGE

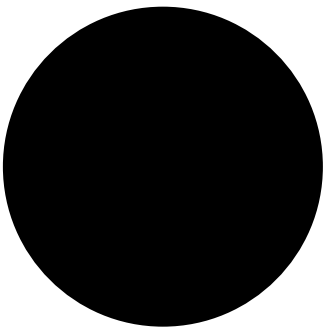
Use the colour combinations listed below for the different backgrounds that copy and logos appear on. Always ensure there is enough contrast between type and image when used as a background.



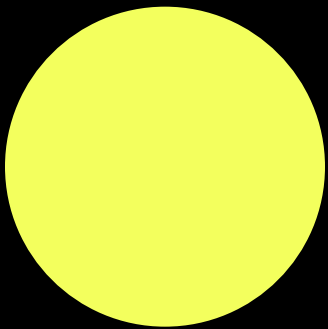
Use Black or Bright Blue on Bright Yellow



Use Bright Yellow on Bright Blue



Use Black on White



Use Bright Yellow on Black



Use Bright Yellow on images.

BRAND TYPOGRAPHY

ABCD
0123

Placard Mt Pro

—Condensed Bold

License must be purchased to use the typeface.

myfonts.com/collections/placard-font-monotype-imaging/

The Riverland Runs Free campaign uses two typefaces. Placard MT Pro is the primary headline font and is supplemented by Neue Montreal in both Regular and Bold for lengthier copy.

Aa Bb Cc Dd Ee
Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo
0123 456 789 !?

Neue Montreal

—Regular and Bold

License must be purchased to use the typeface.

myfonts.com/collections/placard-font-monotype-imaging/

BRAND

HIERARCHY

The typefaces (either in the form of the logos or written headlines) are used alongside body copy and hand-drawn elements. This charts shows how all they should be used together. Only use one hand-drawn element per design.

Subtitle
Placard MT Pro Cond Bold
Kerning: Optical
Tracking: -20
Leading: 90% pt size

Title
Placard MT Pro Cond Bold
Kerning: Optical
Tracking: -20
Leading: 90% pt size

Body Headings
Neue Montreal Bold
Leading: 110-120% pt size

Body Copy
Neue Montreal Regular
Leading: 110-120% pt size



Hand Drawn Element
A scribble or hand-drawn tagline to add energy and excitement to the design. Scaled and positioned to work with the copy and design.

BRAND TAGLINES

The Riverland Runs Free campaign has six approved taglines that can be used alongside the logo, as headlines, or as call outs for specific information.

Where Anything Grows,
Anything Goes

Uncork Today, ~~Raise~~
A Glass To Tomorrow

Glass Half Full, Always

For those searching for
the Perfect splash

They zig,
we zag

Yesterday Can Stay
in the Cellar

BRAND

TAGLINES

The taglines should be arranged around The Riverland Runs Free logo or used as a call out. The individual words can be rearranged and resized to suit the design and the logo lockup selected.

*Where Anything Grows,
Anything Goes*

+

**THE
RIVER-
LAND
RUNS
FREE**

=

THE *Where
Anything
Grows,*
**RIVER-
LAND** *Anything
Goes*
**RUNS
FREE**

BRAND

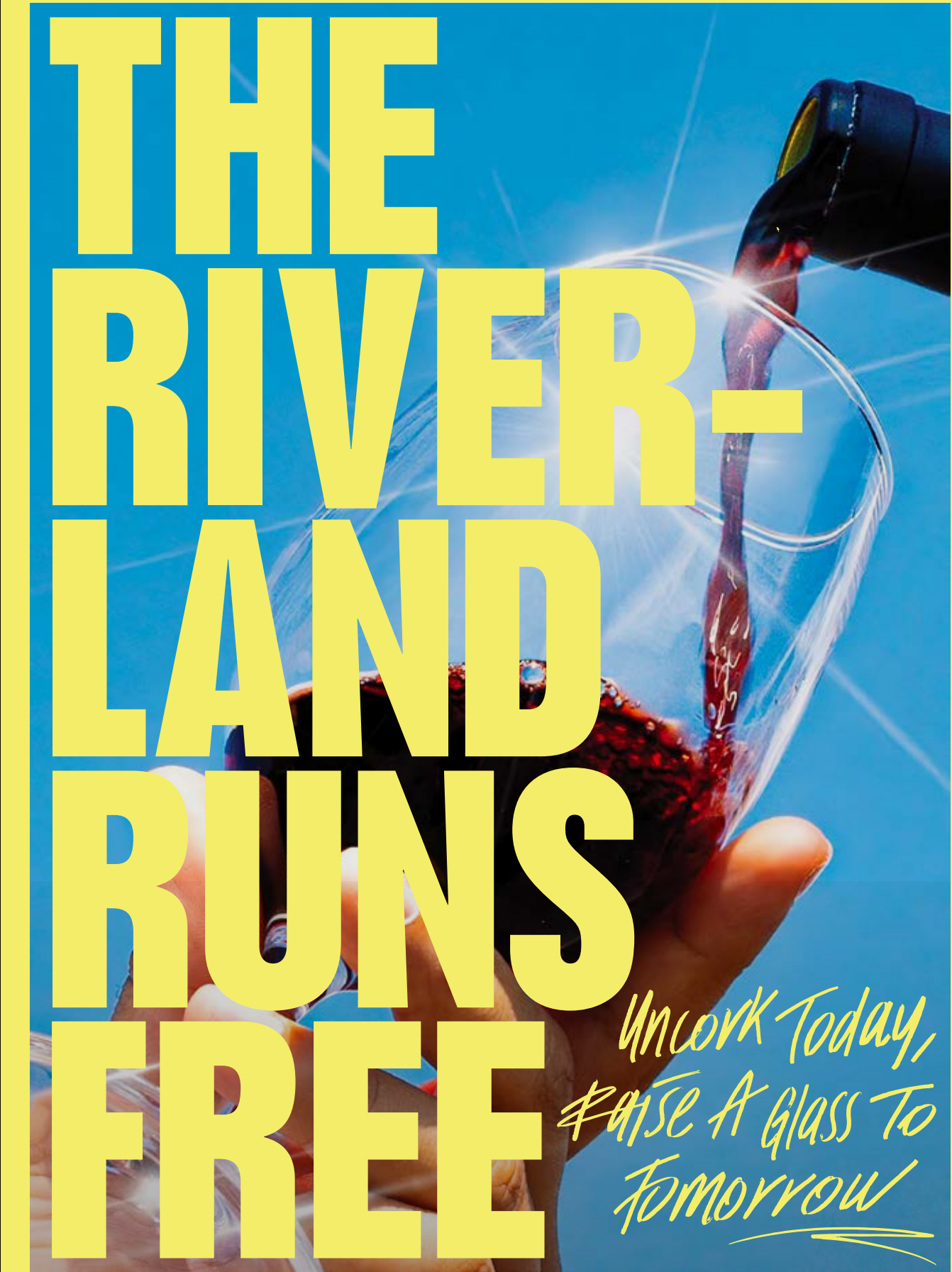
ARTWORK GUIDELINES

The logo works best at large scales. When possible, blow it up large for big impact.

There is no fixed border size. The border, logo leading, and the offset between the logo and the border should match as best as possible.

Use punchy images. They can be used in the background or on their own.

Hand-drawn elements should be used sparingly. Campaign taglines can move and fit to available space.



The brand assets should work together harmoniously to create a dynamic, exciting brand look-and-feel. This brand gives permission to flex the rules to create dynamic designs that respond to the copy and dimensions.

VISIT THE RIVERLAND’S CELLAR DOORS MEET THE WINEMAKERS AND THEIR UNIQUE DROPS

Angove Family Winemakers / St Agnes Distillery 271 Bookmark Ave, Renmark, SA 5341 cellarsales@angove.com.au (08) 8580 3148 angove.com.au stagnesdistillery.com.au
Banrock Station Holmes Rd, Kingston On Murray, SA 5331 bsod@banrockstation.com.au (08) 8583 0299 banrockstation.com.au
Bassham Wines 27 Bassham Rd, Barmera, SA 5345 admin@basshamwines.com 0417 883 706 basshamwines.com
Burk Salter Wines 72 Pateley Rd, Blanchetown, SA 5357 admin@burksalterwines.com.au (08) 8540 5023 0438 405 023 burksalterwines.com.au
Mallee Estate 20055 Renmark Ave, Renmark South, SA 5341 sales@malleeestate.com.au (08) 8595 1099 malleeestate.com.au
Ricca Terra (By Appointment Only) 65 Dunstone Rd, Barmera, SA 5345 admin@riccaterrafarms.com.au 0411 370 057 riccaterra.com.au
Salena Estate 837 Bookpurnong Rd, Bookpurnong, SA 5333 reception@salenaestate.com.au (08) 8584 1333 salenaestate.com.au
Spook Hill (By Appointment Only) Spook Hill Wines, Cadell, SA 5321 mail@spookhillwines.com spookhillwines.com
Top Block Wines 95 Whitelaw Rd, Monash, SA 5342 topblockwines@gmail.com 0408 245 749 topblockwines.com.au
Whistling Kite Winery 73 Freundt Rd, New Residence, SA 5333 adam@whistlingkitewines.com.au 0421 384 658 whistlingkitewines.com.au

THE RIVERLAND REGION STOCKISTS A TOP-UP FOR EVERY JOURNEY

Berri Hotel	Loxton Hotel
Earth Restaurant	Overland Corner Hotel
Golden Elephant	Renmark Club
Hotel Renmark and SignSave at Renmark Cellars	Waikerie Hotel Motel and SignSave Waikerie Hotel
Local Cellars Renmark	

Riverland Wine Centre 8 Pike Creek Rd, Lyrup, SA 5343 hello@riverlandwinecentre.com.au 0428 831 045 riverlandwinecentre.com.au	With more than 35 wineries to explore, you can savor a glass at the on-site cafe, which serves locally sourced Riverland produce. The Wine Centre boasts one of the most extensive assortments of Riverland wines from the region's cellar doors, and you'll also discover a variety of other wineries, including:
Back Verandah instagram.com/backverandahwines	Settlers Block settlersblock.com.au
Byrne Vineyards byrnevineyards.com.au	Sixty Eight Roses instagram.com/sixtyeightroses
Cirami Estate Wines ciramiestate.com.au	Starrs Reach starrsreach.com.au
Dominic Wines dominicwines.com	Temple Bruer Wines templebruerwines.com
Heart Of The Murray heartofthemurray.com	Toms Drop tomsdropwines.com.au
Ilalangi ilalangi.com.au	The Wine Centre also stocks a selection of Riverland Geographically Indicated wines from the following wineries, which include:
Kristalana Wines facebook.com/528wine	Alex Russel Wines russellandsutor.com.au
Matthews Fruit Wines matthewsfruitwines.com.au	Polka Drops (Alcohol-Free) polkadrops.com.au
Mundoo Ridge Wines facebook.com/MundooRidgeWines	Prometheus Wines prometheuswines.com.au
Oakworks oakworkswines@hotmail.com	Thistledown Wines thistledownwines.com
One Lonely Barrel onelonelybarrel.com.au	Vanguardist Wines vanguardistwines.com
Oxford Landing oxfordlanding.com	
Pike River Wines riverlandwinecentre.com.au	

Follow the colour and typography and hierarchy guides.

Copy works best when it is left aligned to match the style of the logos.

Use thin lines to separate content. This contrasts the heavy logotype.

HERO CAMPAIGN IMAGERY

A selection of 6 images have been developed as the hero campaign images.

When using the campaign imagery, please ensure there is:

- no cropping (or very minimal cropping) of the images
- no filter overlay applied
- no stretching or altering of images



ADDITIONAL CAMPAIGN IMAGERY

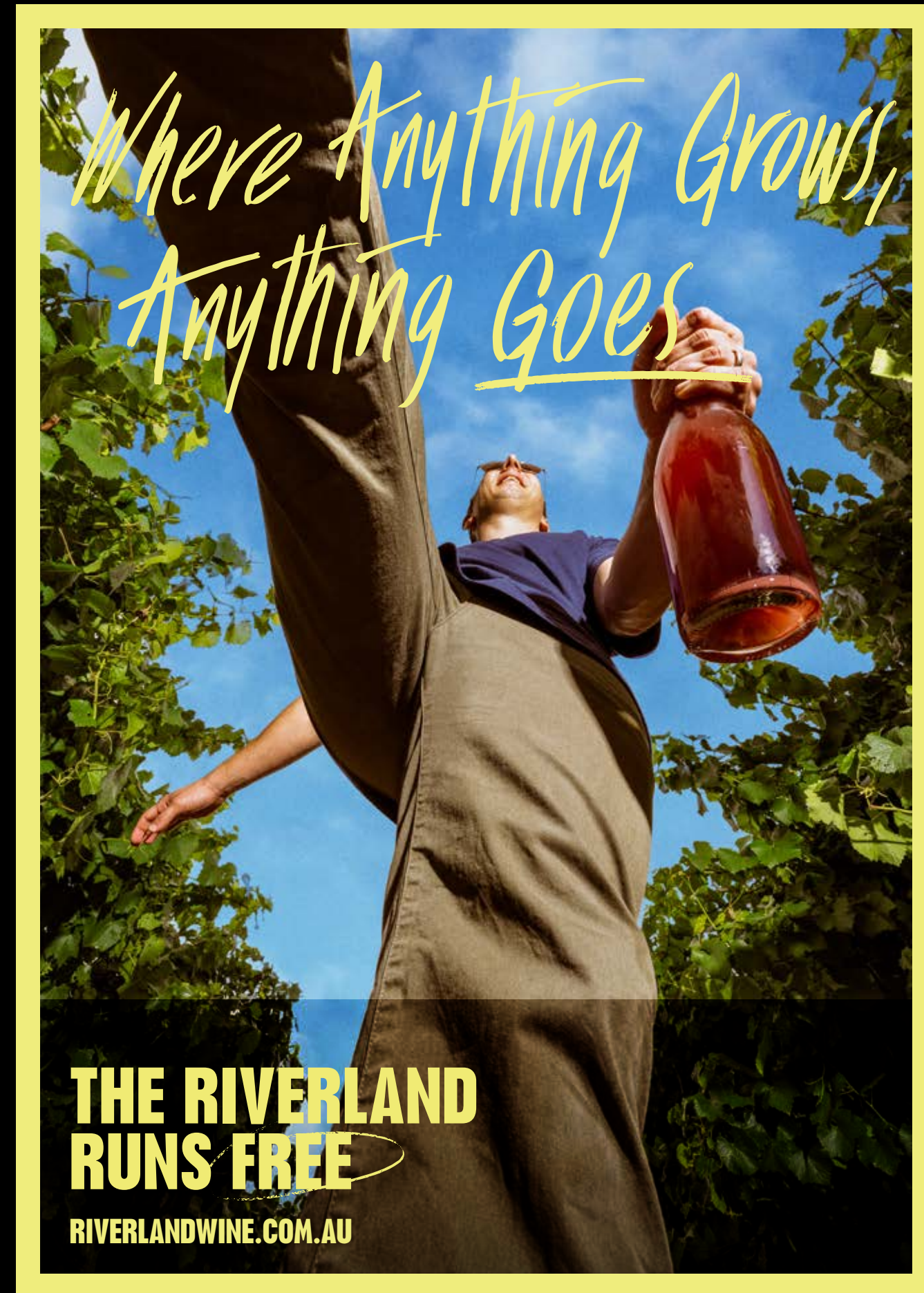
A selection of 24 additional images have been developed as supplementary campaign images. When using the campaign imagery, please ensure there is:

- no cropping (or very minimal cropping) of the images
- no filter overlay applied
- no stretching or altering of images



5.0 BRAND

APPLICATIONS



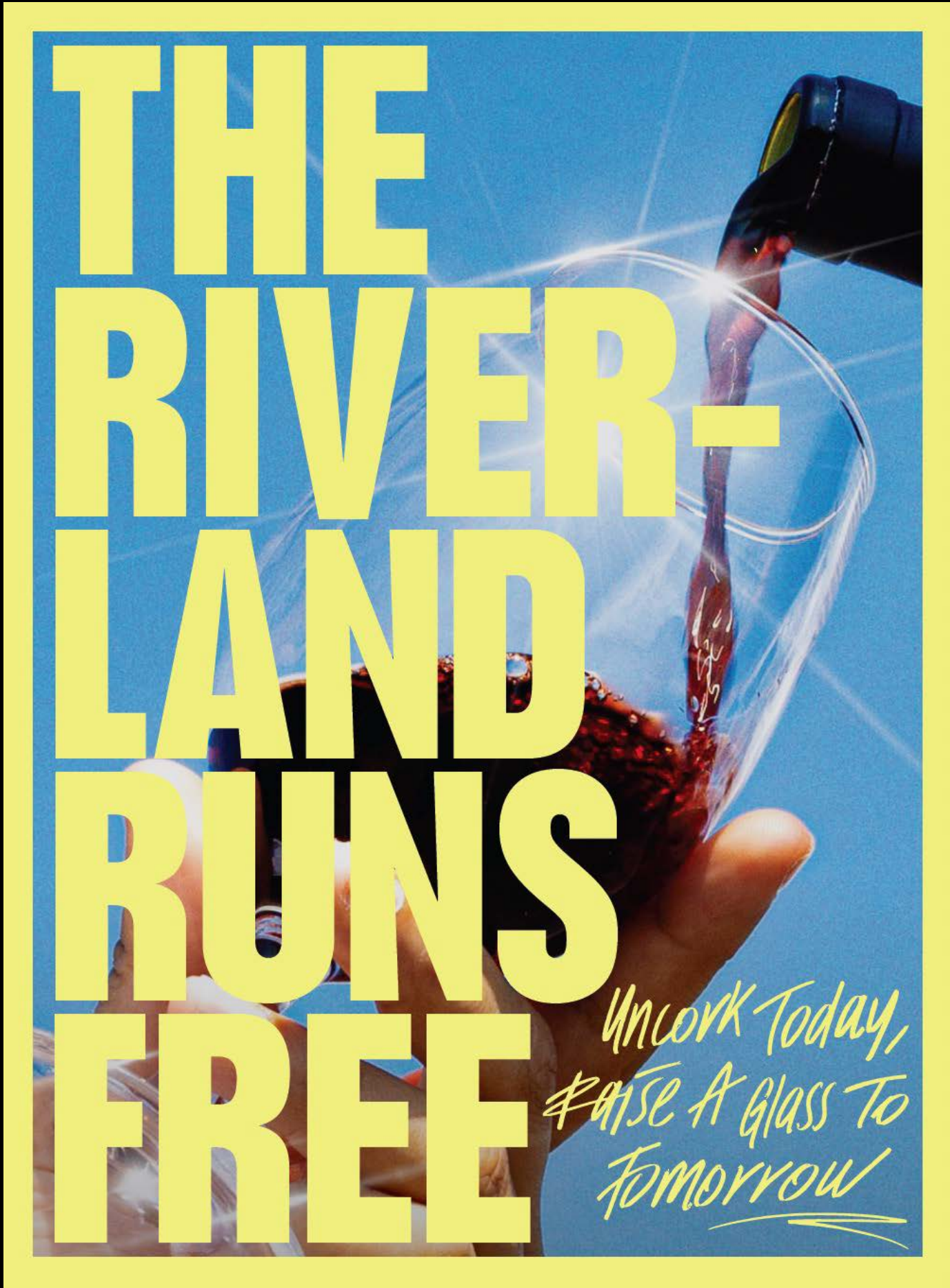
A full suite of traditional and digital marketing assets have been created to bring this new brand positioning to life and deliver an effective and robust campaign.

Creating an integrated and immersive experience not only caters to a variety of audience needs and pathways, but also creates cumulative impact via exposure to multiple touchpoints.

On the following pages you can find a series of applications of the brand campaign across different assets, to highlight how this brand can be brought to life in different mediums and channels.

APPLICATIONS - BROCHURE

A4 brochure showcasing Riverland Wine and the region, to invite greater exploration of the Riverland and provide meaningful information for audiences wishing to engage further with the region.



ABOUT THE RIVERLAND

The Riverland is home to some of Australia's most revolutionary wine production, spanning from commercial and large-scale operations to boutique and small producers, growing 100+ wine grape varieties and areas adorned with old vines.

It is the birthplace of the bag-in-box, which is being reinvented around the world as a premium wine package, a significant producer of bag wine, a major producer of low and no alcohol wines and home of the first major brand in Australia to commit to recycled PET packaging.

The Riverland produces wine grapes for 60+ premium winemakers who are taking on the world proudly, identifying the Riverland as their production region, with the region's unconventional and revolutionary nature symbolised in the range of styles produced.

These wines are often made in the Riverland, but also outside the region by producers identifying the grape source as from the Riverland GI. These styles of wines are uniquely Australian from premium wines, to natural and net net, 100% organic ranges, old vine wines and a range of unconventional varietals and blends.

With our incredibly forgiving growing conditions and our largely dry weather reducing the incidence of pest and disease, the Riverland can commit to a greater level of sustainable and organic production, can use lower management intervention to control disease and we are phylloxera-free.

The Riverland also has the Southern Hemisphere's largest wine processing facility in Berri, making the region the country's greatest producer of unpackaged wine. This goes on to be bottled or bagged-in-box in market in Europe, North America and Asia,

producing some of the lowest carbon footprint wines on the planet.

The Riverland is Australia's greatest wine region by volume produced by area and second only to the Barossa Valley in terms of value of wine grape crush, producing 32% of Australia's grapes and 14% of Australia's crush by value. 77% of the grapes grown in the Riverland are converted into wine within the region, with 23% processed elsewhere. The region's major processors bring in grapes from around Australia to produce wines packaged under the South-eastern Australia GI and the South Australian GI.

34% OF AUSTRALIA'S ANNUAL CRUSH

62% OF SOUTH AUSTRALIA'S ANNUAL CRUSH

820+ WINE GRAPES GROWERS

28k+ HECTARES PLANTED TO UNIQUE ENVIRONMENT

100+ INDIVIDUAL VARIETALS PLANTED

70% REPRESENTED BY 5 VARIETALS: SHIRAZ, CHARDONNAY, CABERNET SAUVIGNON, MERLOT, MUSCAT ORIGIN BLAND

410k TONNES CRUSHED ANNUALLY

35+ WINEMAKERS

60+ WINEMAKERS

100+ EXPORT MARKETS

WINE REGIONS OF AUSTRALIA

WESTERN AUSTRALIA
1. Swan Valley
2. Margaret River
3. Great Southern
4. Peel
5. South West
6. Great Victoria
7. South Coast
8. South West
9. South West
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NEW SOUTH WALES
1. Hunter Valley
2. Murrumbidgee
3. Riverina
4. Snowy Mountains
5. Southern Highlands
6. Sydney
7. Tassie
8. Tassie
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SOUTH AUSTRALIA
1. Adelaide Hills
2. Barossa Valley
3. McLaren Vale
4. Mount Lofty Ranges
5. Riverland
6. South Coast
7. South Coast
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VICTORIA
1. Geelong
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AUSTRALIAN WINE MADE OUR WAY

RIVERLAND HISTORY

The Riverland occupies the traditional lands to generations of the Ngaiawang, Ngawit, Nganguruku, Erawinung, Ngirait, Ngawit & Ngirait people where the river runs free and nature lives in harmony.

With a modern heritage very much influenced by the pioneering spirit of the early-to-mid century, the Riverland's story is one of innovation, resilience, and commercial acumen.

The white settlers arrive. The Riverland region is visited by Captain Charles Sturt and his late voyage along the Murray and overland by Hawdon and Bonny.

An irrigation settlement is established in the township of Renmark by the Chaffey Brothers, marking the beginning of Riverland's vineyards.

The Soldier Settlement Bill was passed, and many European immigrants made their home in the Riverland, bringing with them their love and skills in wine and farming.

The wine industry gathers momentum and the Berri Co-operative Winery and Distillery is founded. The Loxton Co-operative Winery records its first crush.

Berri Renmark and Thomas Hardy and Sons merge to become BRL Hardy and the development of brands such as Barrock Station. CDW Co-operative are the preferred supplier of grapes.

Accolade Wines is born and The Riverland is renowned as the 'powerhouse of Australian wine'. The largest winery in the Southern Hemisphere is in operation.

The Riverland now produces 100+ wine grape varieties and is perfectly positioned to take advantage of global shifts in preference. Small and boutique producers are leading the way in emerging and unconventional styles. They are maverick, smart and creative.

The Riverland is transitioning to Australia's largest sustainable viticultural and winemaking region.

THE OPPORTUNITY

The Riverland is perfectly positioned to take advantage of global style trends amongst emerging and current wine consumers to in demand varietal mixes, higher style red wines, more white wine, rose, sparkling/frizzante, low and no alcohol wines, unconventional varietals, and blends, and a range of environmentally friendly packaging options.

We have the industrial capacity to service our global markets as well as the rapidly growing markets of Southeast Asia along with the ability to increase production of emerging products like low and no alcohol wines.

Riverland Wine

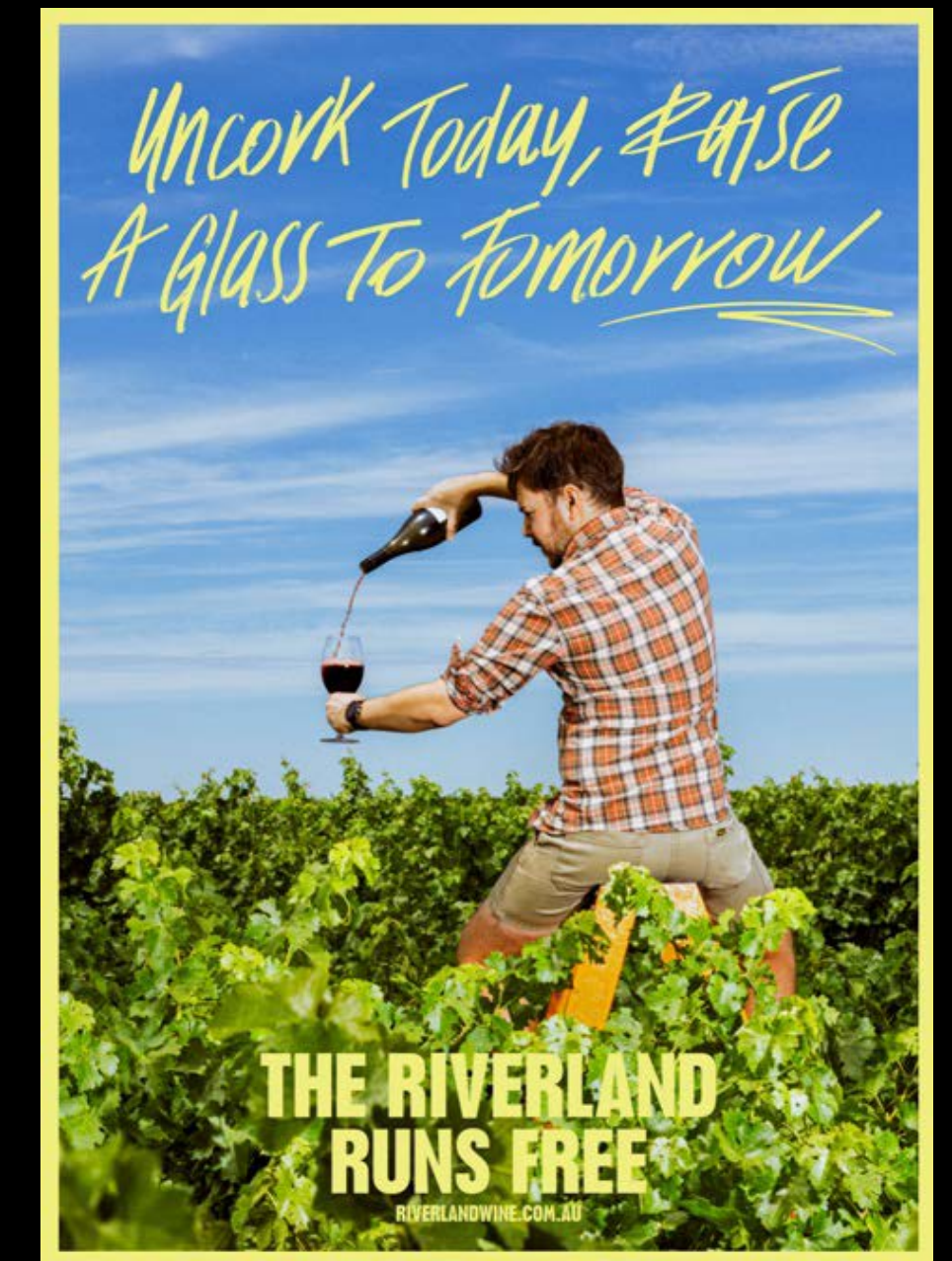
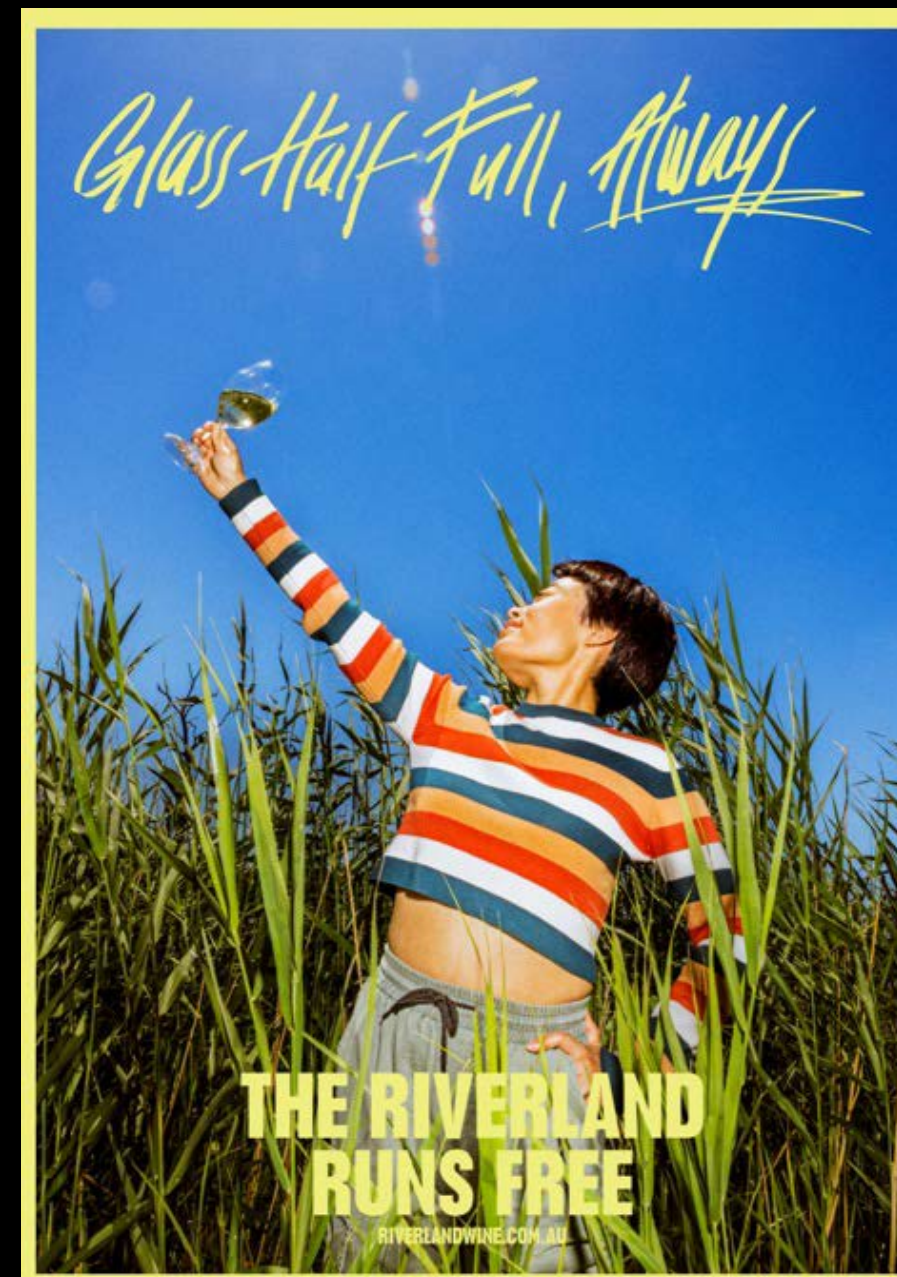
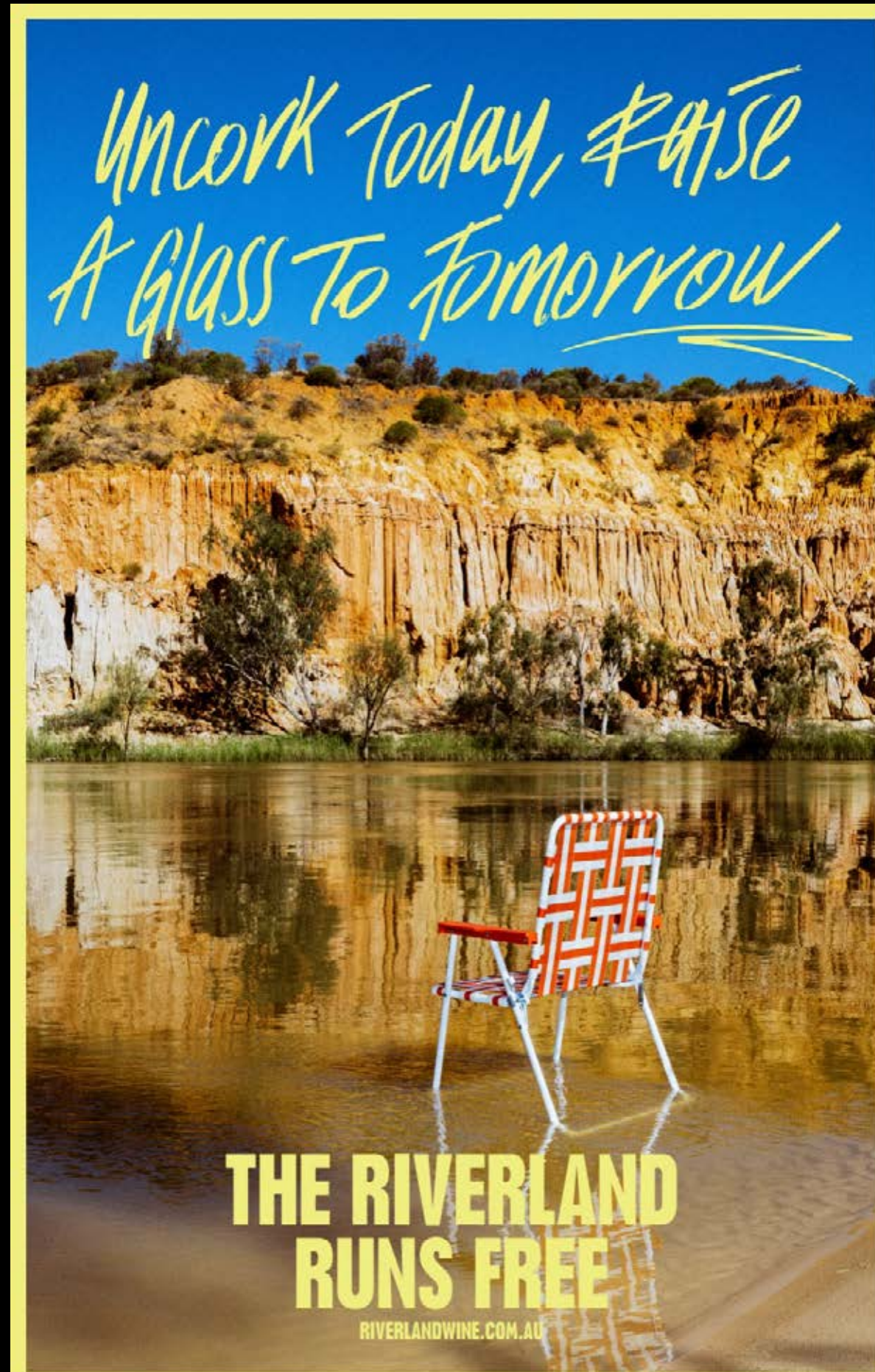
The Riverland Runs Free

Brand Guidelines V1.0

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APPLICATIONS - POSTER

Series of 6 designs created, which can be printed across both A3 & A4 print size. Highly flexible and adaptable to allow for optimisation of all opportunities to drive campaign visibility.



APPLICATIONS - PRINT ADVERTS

Examples of how the campaign has been rolled out across print adverts to broaden visibility and reach, and add credibility and authority to the campaign.

VISIT THE RIVERLAND'S CELLAR DOORS
MEET THE WINEMAKERS AND THEIR UNIQUE DROPS

Angove Family Winemakers / St Agnes Distillery
271 Bookmark Ave, Renmark, SA 5341
cellar@riverlandwinecentre.com.au | 080 8580 3548
angove.com.au | stagnesdistillery.com.au

Barrock Station
Holmes Rd, Kingston On Murray, SA 5331
book@barrockstation.com.au | 080 8582 0299
barrockstation.com.au

Baselham Wines
27 Basetham Rd, Barmera, SA 5345
admin@baselhamwines.com | 0417 883 706
baselhamwines.com

Bark Buller Wines
72 Paisley Rd, Blanchetown, SA 5357
admin@barkbullerwines.com.au | 080 8540 9023 | 0438 405 023
barkbullerwines.com.au

Mallee Estate
20055 Renmark Ave, Renmark South, SA 5341
sales@malleeestate.com.au | 080 8596 1099
malleeestate.com.au

Roca Terra Wines
68 Durstone Rd, Barmera, SA 5345
admin@rocaterrawines.com.au | 0411 370 057
rocaterrawines.com.au

Salera Estate
807 Backpumping Rd, Backpumping, SA 5333
reception@saleraestate.com.au | 080 8584 1333
saleraestate.com.au

Spook Hill Wines
Spook Hill Wines, Cadell, SA 5321
mail@spookhillwines.com
spookhillwines.com

Top Block Wines
95 Whitelaw Rd, Monash, SA 5342
topblockwines@gmail.com | 0408 245 749
topblockwines.com.au

Whistling Kite Winery
73 Freundt Rd, New Residence, SA 5333
admin@whistlingkitewines.com.au | 0421 384 658
whistlingkitewines.com.au

919 Wines
38 Hudges Rd, Glanville, SA 5344
jenny@919wines.com.au | 0408 855 272
919wines.com.au

Riverland Wine Centre
8 Pile Creek Rd, Lynd, SA 5343
info@riverlandwinecentre.com.au | 0408 831 045
riverlandwinecentre.com.au

With more than 35 wineries to explore, you can savor a glass at the on-site cafe, which serves locally sourced Riverland produce. The Wine Centre boasts one of the most extensive assortments of Riverland wines from the region's cellar doors, and you'll also discover a variety of other wineries, including:

Back Verandah
instagram.com/backverandahwines

Byrne Vineyards
byrnevineyards.com.au

Civani Estate Wines
civaniestate.com.au

Dominio Wines
dominiowines.com

Heart Of The Murray
heartofthemurray.com

Ilalangi
ilalangi.com.au

Kistalana Wines
facebook.com/kistalana

Matthews Fruit Wines
matthewsfruitwines.com.au

Mundoo Ridge Wines
facebook.com/MundooRidgeWines

Oakwarka
oakwarkawines@hotmail.com

One Lonely Barrel
oneloneylbarrel.com.au

Oxford Landing
oxfordlanding.com

Pile River Wines
riverlandwinecentre.com.au

Settlers Block
settlersblock.com.au

Sixty Eight Rows
instagram.com/sixtyeightrows

Starrs Reach
starrsreach.com.au

Temple Bruer Wines
templebruerswines.com

Terra Drop
terra-dropwines.com.au

The Wine Centre also stocks a selection of Riverland Geographically Indicated wines from the following wineries, which include:

Alex Russell Wines
russellandsutton.com.au

Polka Drops Wines
polkadrops.com.au

Prometheus Wines
prometheuswines.com.au

Thistledown Wines
thistledownwines.com

Vanguardist Wines
vanguardistwines.com

THE RIVERLAND REGION STOCKISTS
A TOP-UP FOR EVERY JOURNEY

Berni Hotel	Linton Hotel	BWS Berni
Earth Restaurant	Overland Corner Hotel	BWS Linton
Golden Elephant	Renmark Club	BWS Renmark
Hotel Renmark and SprGave at Renmark Cellars	Walterie Hotel Motel and SprGave Walkerie Hotel	BWS Walkerie
Local Cellars Renmark	BWS Barmera	

CONNECT WITH US
SCAN THE QR CODE

f X @ y in

ee@riverlandwine.com.au
riverlandwine.com.au

Destination Riverland Tourism Brochure

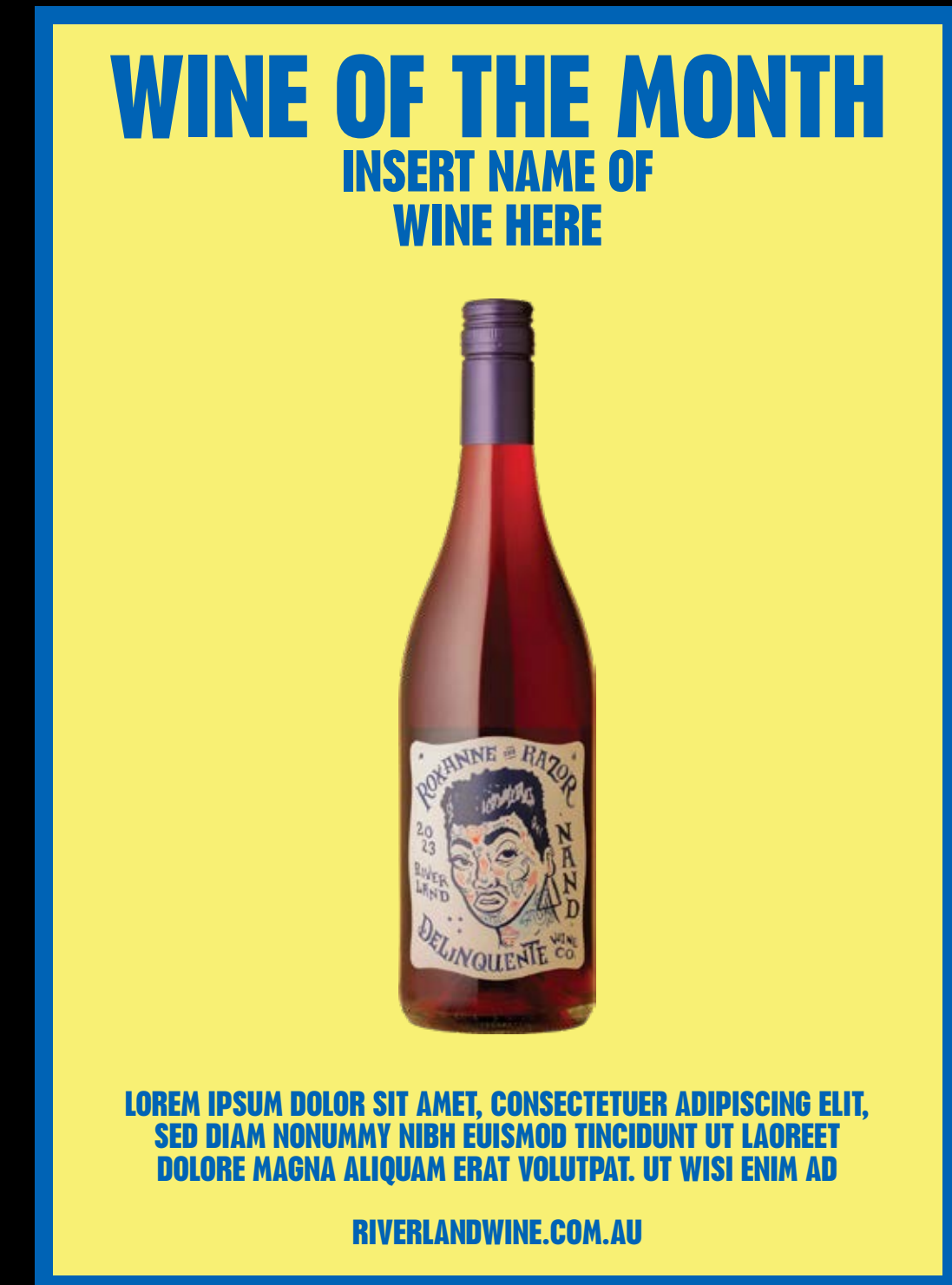
Proud sponsors of the Trophies for Best Single Vineyard Riverland Wine and Best SWA Certified Wine of Show.

Riverland Wine Show 2024 Program Advert

APPLICATIONS - TABLE TALKER

Templates created with various front cover options and reverse side for individual bottle promotion.

Can be adapted for on-premise venues, events or trade shows for individual tasting notes or promotions.



APPLICATIONS - COASTER

Eye-catching design inviting the audience to engage further with the region by scanning the QR code linking to the Riverland Wine website.




BRAND

APPLICATIONS - eDM

New-look eDM template for email send-outs to the database, to allow Riverland Wine to stay top of kind with key audience segments who have expressed an interest in 'learning more' about the region and the wines.

THE RIVERLAND RUNS FREE



Month 2024 Updates

The news at a glance

- Message from the Executive Officer
- ProWein 2024
- Riverland growers to benefit from increased Rural Financial Counselling Service Funding

Upcoming Events

The news at a glance

- Message from the Executive Officer
- ProWein 2024
- Riverland growers to benefit from increased Rural Financial Counselling Service Funding



Message From The Executive Officer.

I trust this message finds you well amidst the busy activities of the vintage season. The Riverland Wine team has been incredibly busy, working to achieve fast and positive outcomes for grape and wine businesses within the realm of consultation and involvement from growers and winemakers with experience on the frontline and, the Riverland Wine Industry Blueprint Implementation Plan.

I am pleased to announce several significant outcomes for our Riverland wine sector, allowing growers to feel safer as they consider their options, in addition to offering export development opportunities for winemakers. Full details are outlined in the content below.

The recent announcement from China regarding its interim decision to remove import tariffs on Australian bottled wine signifies a positive step towards re-establishing trade ties with our former primary export market. While we welcome this initial gesture, it's important to acknowledge that the final decision is still pending. Therefore, we maintain a cautious optimism and await the ultimate ruling from MOFCOM. If import duties are indeed lifted, it becomes imperative for our industry to exercise caution to avoid saturating the market with our products. Despite the existing across-the-board tariffs on Australian wines, it's crucial to remember that individual companies could still be subject to anti-dumping measures. This consideration is essential for any business looking to export to China.

As always, Riverland Wine remains committed to championing the interests of the Riverland grape and wine industry while supporting our levy-paying members who are doing it tough. We appreciate your ongoing support and collaboration.

Should you have any questions, please feel free to get in touch.

Warm regards,
Lyndall Rowe
Executive Officer, Riverland Wine
Mobile: 0407 305 623
Email: eo@riverlandwine.com.au



Hero Article

Last week, the Riverland Wine Export Development Program was launched at ProWein 2024 in Dusseldorf, Germany, featuring seven winemaker participants.

The program, proudly supported in 2024 and 2025 by funding from the Federal Government Export Development Market Grant, along with a Government of South Australia grant, in partnership with the South Australian Wine Industry Association, aims to assist Riverland Wine levy-paying wine producer businesses that are ambitious about developing or expanding their export market. The program is open to producers who proudly identify their branded wine as originating from the Riverland.

Participants benefited from tailor-made 1:1 workshops geared towards preparing them for the fair, a meeting schedule platform, expert support from Riverland Wine and Wine Australia, dedicated masterclasses, marketing guidance, introductions, networking opportunities, and other ad-hoc opportunities.

The initiative to provide trade support aligns with an immediate action identified in the Riverland Wine Industry Implementation Plan. Riverland Wine is proud to collaborate closely with key partners to deliver trade facilitation, export assistance, and exporter capability services tailored to the needs of Riverland wine producers, thereby enhancing their participation in trade activities.

Additionally, Riverland Wine unofficially launched a distinctive new marketing campaign - "The Riverland Runs Free" - aimed at showcasing the stories of resilient and unconventional growers and producers from the region to audiences both within and beyond the region. The active presence of Riverland branded wine in trade will continue to generate global interest and awareness of the region's stories, wines, and trade participation by its producers.

We thank our key partners outlined in the Blueprint Implementation Plan, including the South Australian Department of Trade and Investment, Wine Australia, Austrade, and the South Australian Wine Industry Association.

Here's some feedback from participating winemakers:

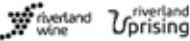
- "100% will participate in ProWein again. It is essential to maintain a consistent presence and a familiar face."
- "The media coverage during the period was phenomenal. Our tracking showed more hits than our major brands, and all media coverage was overwhelmingly positive."
- "We received very positive interest from Norway and Finland. Face-to-face meetings opened up dialogue and conversation. We are now awaiting tenders that suit our needs and the completion of our organic certification, which is crucial in this market."
- "The support from Darren, Lyndall (Riverland Wine), and Liz (Liz Schoen Consulting) was instrumental and invaluable, as they are great advocates for the region. Their guidance was pivotal in making everything work smoothly. Liz provided tailored preparation for ProWein based on individual goals."

Farm Household Allowance providing temporary relief for struggling growers.

We commend Riverland grower ambassador Amanda Dimas for her ongoing dedication to vineyard owner operators who are struggling to put food on the table and pay their bills. Amanda is promoting access to Farm Household Allowance through her Save Riverland Wine campaign.

Please see below for more information.

Farm Household Allowance



No longer want to receive these emails? [\(unsubscribe %\)](#)
[organization.name](#)[organization.full_address](#)

APPLICATIONS - SOCIAL ASSETS

Series of templates and short videos for use across all social media channels.



Social media templates



YouTube banner

APPLICATIONS - T-SHIRTS

Contemporary and stylish designs to encourage audiences to re-imagine the Riverland.



APPLICATIONS - VIDEOS

Highly engaging video summaries of the Riverland brand proposition.
Full length 60 sec video, along with 15 and 30 sec clips.



BRAND

APPLICATIONS - WEBSITE

Delivering a consistent campaign experience online, providing purposeful information focused on inspiring actionable outcomes.

The central hub for all things "The Riverland Wine", offering opportunity to delve deeper into the region and wines, to grow awareness and consideration for the Riverland.



BRAND APPLICATIONS - EVENTS

Bring to life the Riverland experience at industry and consumer events offering a key opportunity to engage audiences and deliver a consistent campaign experience across all touchpoints.



6.0 PRINTING AND PAPER STOCK

GUIDELINES

The printed assets for this campaign should be printed on uncoated stock using the CMYK breakdown.

The recommended paper stock and weight for various print applications are listed below:

- Brochure:** Knight Vellum 200 gsm
- Business Card:** Knight Vellum 350gsm
- Coaster:** Beermat 390gsm or thicker

Recommended Print Suppliers:

Business Cards, Posters, Tent Cards:

Bowden Print Group
Contact: Patrick Buying
Telephone 1800 818 233 | Patrick@bowdengroup.com.au

Coasters:

Coaster Kings
Contact: Gav Calnan
Telephone 02 66866936 | mail@coasterkings.com.au

Screenprinted T-Shirts:

Identity Focus
Contact: Kieran Ryan
Telephone 0422245171 | keiran@identityfocus.com.au

CONNECT WITH US



eo@riverlandwine.com.au
riverlandwine.com.au

