



TUCKER CREATIVE

Tucker Creative
57c Kensington Road, Norwood
South Australia 5067 Australia
T 08 8331 1700

tuckers@tuckercreative.com.au
www.tuckercreative.com.au

**DIGITAL MARKETING
AND COMMUNICATIONS**

VAF MEMSTAR "FIND YOUR IDEAL SOLUTION"

Project Scope: Strategy, Copywriting, Taglines, Content Generation, Photographic Art Direction, Creative **Execution:** Website, Digital & Print Advertising

VAF MEMSTAR FULL PAGE AD

VAF Memstar. Innovative Filtration Services.

VAF Memstar seamlessly integrates into your winemaking team, to deliver exceptional results each vintage, helping finesse and personalise your wines.

Alternatively, experience the benefits of our Crossflow units for purchase, and select from the proven range of VA Reduction, Taint Removal and Alcohol Adjustment units for lease.

- Cost effective services
- Accurate and quality driven results
- Value-adding filtration services
- Experienced, trophy winning service
- Professionally trained staff
- Leaders through innovation

Find your ideal solution.

VAF MEMSTAR QUARTER PAGE AD

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Call Steven Clarkson or Matthew Hooper 08 8562 1139
www.vafmemstar.com.au



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CHATEAU YALDARA "ALWAYS TRUE..." CAMPAIGN

Project Scope: Strategy, Headline, Brand Story, Campaign Creative **Execution:** Advertising & Print Collateral, Social Media (Images)

Hermann Thumm arrived on our shores in 1941 complete with his European winemaking dream of producing world class wine in the Barossa Valley. Our pioneering founder, known to all as HT, embodies the boundless potential of holding true to a brave vision. Always.

Learning traditional sparkling winemaking as an internee in a Riverland internment camp laid the foundations. Hermann Thumm's journey continued, saving a struggling Fromm & Sons' Wonganella winery before he found the home of his true calling.

The old Barossa Flax mill at the North Para River ford was repurposed and his breathtaking homage to Baroque architecture, the stunning Chateau Yaldara was the triumphant result.

The very name he chose, Yaldara – the local First People's term for 'sparkling', is an eternal connection to the indigenous history of the land.

Magnificently crowned, the Yaldara estate has since grown, flourishing and blooming into a stunning patchwork of vineyards.

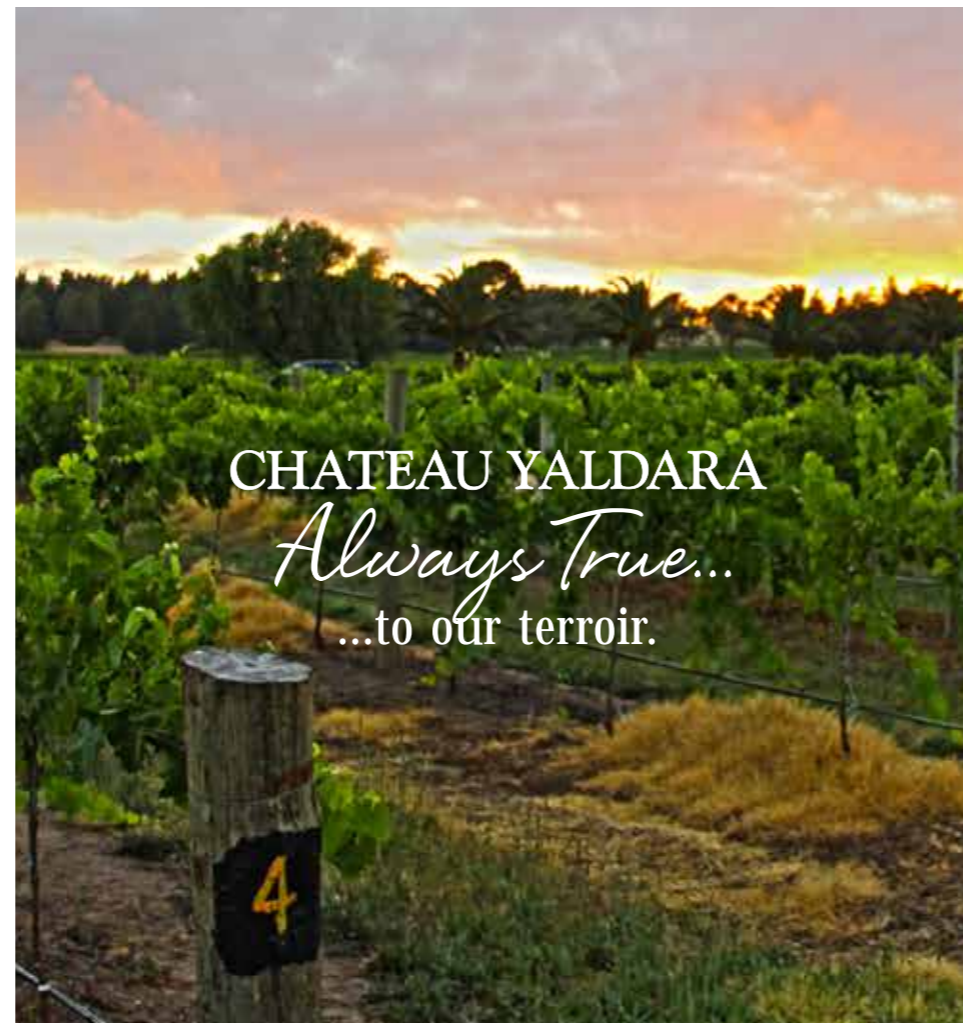
Showing consistent respect to 70 years of Barossan winemaking heritage, Chateau Yaldara has made the most of a Mediterranean climate - cool, wet winters and warm, dry summers. Today, holding true to our signature winemaking spirit of tradition and technique with imagination, Chateau Yaldara is taking this tradition forward.

With soil types ranging from sandy loams and clay loams through to black cracking clays and shattered ironstones, the Barossa enjoys a diversity in its sub-regions not found elsewhere in the world.

Embracing the premium wine regions of South Australia, Chateau Yaldara's winemakers have always crafted faithful, balanced wines. And always will.

Refocused and reinvigorated, Chateau Yaldara is stepping forward and looking outward, ready to take our regional fine wines of distinction to new international audiences while also inviting and welcoming them to visit... for the true experience of the world's best wines.

True, to our craft, to our place and to the worldwide love of wine. Chateau Yaldara. Always true.



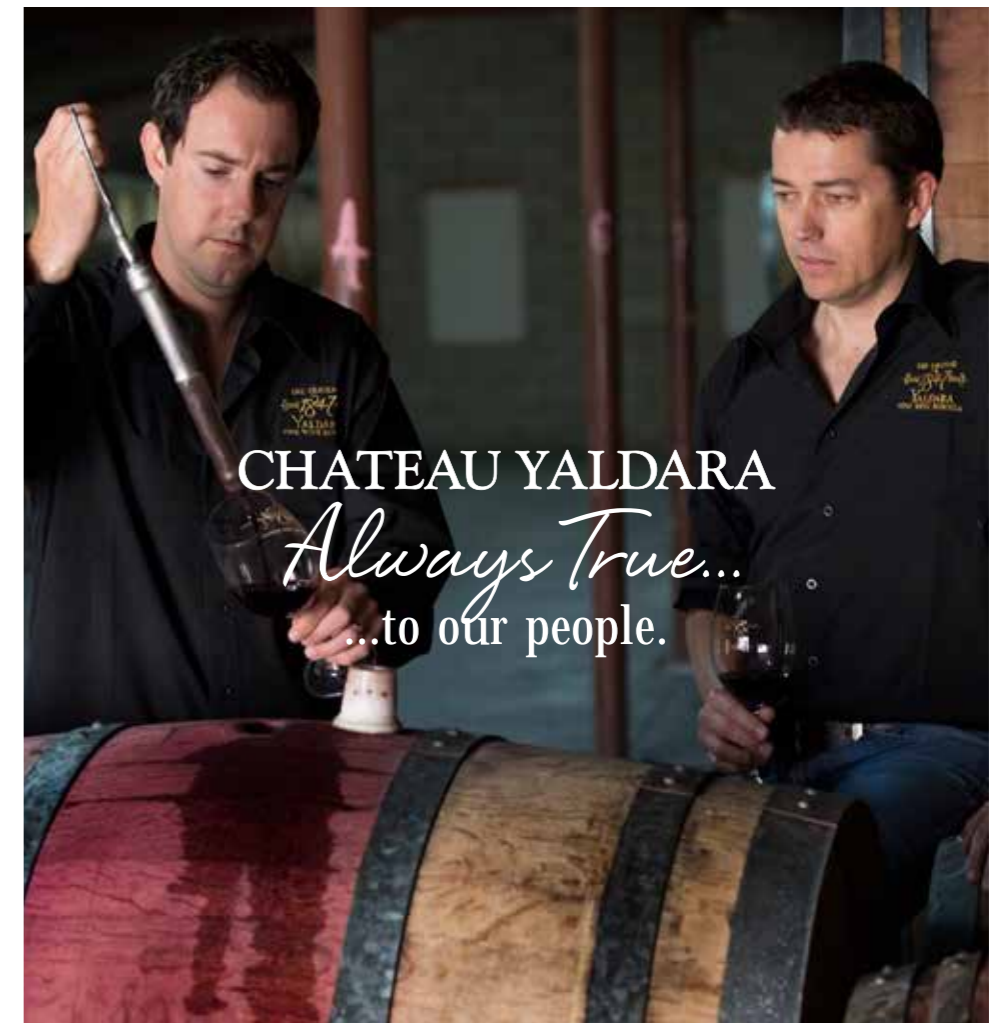
chateauyaldara.com.au

A deeply ingrained understanding of our terroir is the seed that has underpinned Chateau Yaldara's growth into a stunning 200 acre patchwork of vineyards, throughout its 170 year winemaking heritage.

Our Barossa home is one of the world's most acclaimed wine regions, thanks to a consistent, Mediterranean climate. Chateau Yaldara's lush vineyards enjoy wet winters, between 8°C to 20°C and warm, dry summers between 30°C to 35°C, however it's our soils that give our terroir a unique twist.

Bright red, ironstone-rich soils, accompanied by small round, granitic stones are excellent refractors and reflectors of sunlight and heat. The fact they're not found anywhere else in the Barossa holds true to the distinctive quality, character and structure of Chateau Yaldara wines.

True, to our craft, to our place and to the worldwide love of wine. Chateau Yaldara. Always true.



chateauyaldara.com.au

Leading a refocused and reinvigorated management and winemaking team, Chateau Yaldara is stepping forward and looking outward

The focus of the business is developing sustainable practices not only in the vineyards but in supporting and respecting our skilled people.

Our team is ready to take our regional fine wines of distinction to new International audiences while also inviting and welcoming them to visit our unique winery destination... for the true experience of the world's best wines.

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MURRAY STREET VINEYARDS

Project Scope: Strategy, Brand Story, Copywriting, Content Generation, Creative **Execution:** Social Media, Digital & Print Advertising

Murray Street Vineyards social media themes

Social Theme #1 – Handcrafted / Artisanal Winemaking

Suggested image: Winemaker in action at winery.

The finest artisanal wines, expertly hand-crafted at our specialised winery.

Social Theme #2 – Terroir

Suggested image: Vines with soil (include viticulturist/hands)

The unique terroir of the Barossa's Western Ridge imparts exceptional quality.

Social Theme #3 – Viticulture / Winemaking philosophy.

Suggested image: Vineyard with tasting room in background.

Our distinct winemaking philosophy begins in our Estate vineyards.

Social Theme #4 – Tasting Room

Suggested image: Tasting room with guests.

We specialise in creating an unforgettable Tasting Room experience.

Social Theme #5 – The Wines

Suggested image: Barrel hall / cellar

Hand-crafted Barossan wines that deliver outstanding quality and resounding value.

Social Theme #6 – The Place

Suggested image: Winery or Tasting Room.

**Murray Street Vineyards.
Welcome to the neighbourhood.**



WELCOME TO THE NEIGHBOURHOOD

MURRAY STREET VINEYARDS

Our Greenock Estate Tasting Room is a must visit. Against the backdrop of Australia's most famous winemaking landscape, experience a personalised tasting amongst our estate vineyards.

Tasting Room open 10am–5pm daily
(except Christmas Day, Boxing Day, New Year's Day & Good Friday).
MURRAY STREET, GREENOCK SA. (08) 8562 8373.

www.murraystreet.com.au

f t i | @MurrayStreetVineyards TripAdvisor "Hall of Fame" 2015-2019.

WELCOME TO THE NEIGHBOURHOOD

MURRAY STREET

Black Label

GEORGES WINES

Project Scope: Copywriting **Execution:** Email Marketing

Gold at 2019 Langtons Clare Valley Wine Show

The Langtons Clare Valley Regional Wine Show kicks off each year, highlighting the best this blessed slice of sky and land has to offer – from expressive varietal Rieslings, to rich and structural reds.

The 2015 'The Exile' Shiraz is fast becoming a pinnacle wine in the Georges range. Recognised by their peers within the iconic Clare region, this next Gold medal for the 2015 is equally important to the Georges Team.

Aside from his awe at the beauty of the region, Nick George purchased his first vineyard in the Clare Valley for one good reason – he believes the grape-growing conditions are arguably the best in the world.

Firmly believing that 'good wines come from good grapes', 'The Exile' is as close to home as it gets for the Georges. Made with fruit grown entirely on the home block beneath the house, funnily enough, this is one block with slightly fanciful beginnings.

When planted in 1998, the previous owner insisted that from the vantage point of the house, they wanted the luxury of looking down rows of vines. And so it was, that contrary to the majority of the estate's vines which happily run East to West, the home block vines run North to South.

In a classic twist of fate, this orientation means the home block vines absorb less sun. As a result, it's fruit takes longer to ripen. Ironically, what was planted as the most ornamental block today produces the highest quality Georges grapes for 'The Exile' Shiraz.

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The 2015 Exile Experience
Grown in an area known for clay over limestone soils, the vintage was both the earliest and shortest on record, yet thanks to strong winter and last minute January rainfall, delivered above average yields and quality of grapes.

Extended time on skins developed intense colour and flavour, before gentle maturation in a mix of old and new French 30CL barrels for 18 months.



New Range available for Black Friday



At Georges, we are always looking to expand our offering to provide you with something exciting and appropriate for every wine drinking occasion, from a summer night's Pinot Gris, to a Christmas lunch Shiraz.

This silly season, we're excited to release a couple of new whites – our 2018 Clare Valley Watervale Riesling, and the crisp and refreshing 2018 Exile Sauvignon Blanc. In the way of reds, the 2016 Georges Shiraz is ready for your table.

The recent acquisition of Koonowla means further high quality vines, and further varieties to share with you today as part of the Georges offering.

We welcome Koonowla:
- 2014 Cabernet Sauvignon
- 2015 Shiraz
- 2018 Riesling

As well as a Riesling, Grenache Noir, Merlot, and Shiraz under The Ringmaster line and even some special back vintages, if you haven't explored those wines in the past, now is the time to take advantage of your George's discount...

[Shop Now](#)

30% OFF Member Discount



CLASSIC OAK PRODUCTS "TAKING OAK TO THE NEXT LEVEL"

Project Scope: Strategy, Copywriting, Content Generation, Tagline, Creative **Execution:** Trade Stands, Social Media, Email Marketing, Brochure, Digital & Print Advertising

Taking oak to the next level.

With our extensive range of traditional and innovative oak products, we can recommend and supply the appropriate oak to ensure your wines achieve the structure and complexity you desire.

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DEMPTOS

François Frères
TONNELLERIE

Brive Tonneliers

FOUDRERIE FRANÇOIS

Quercus

WINE
GRENADE

CLASSIC
OAK PRODUCTS

PART OF THE

TFF
GROUP

(02) 9479 4700 sales@classicoakproducts.com
www.classicoakproducts.com

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With our extensive range of traditional and innovative oak products, we can recommend and supply the appropriate oak to ensure your wines achieve the structure and complexity you desire.

www.classicoakproducts.com

Classic Oak Products offers a prestigious selection of quality French, Hungarian and American oak barrels through our complete range of François Frères, Demptos and Brive barrels.

For almost two centuries we've been crafting barrels, assisting some of history's most lauded and favourite wine brands. Through the original research into the interaction of wine, oxygen and oak emanating from the Demptos Research Centre at the University of Bordeaux, this rich tradition has intersected with modern science.

This knowledge has enabled our cooperages to evolve and innovate ensuring we are able to meet today's needs and future aspirations.

Supply Chain

A key to our consistency is control of our supply chain through:

- Our own forestry team selecting the quality of trees we require
- Stave production in our own mills
- Seasoning and coopering of French oak in Bordeaux, Brive, and Burgundy, American oak in the Napa Valley and Hungarian oak in Szigetvár, Hungary
- Our own oak bracing facility
- Distribution from our cooperages to your winery

Classic Oak Products source their products from sustainable oak forests.

Barrels

François Frères, Burgundy (France)

A hundred years of expertise and excellence in the world of cooperage, Burgundy's leading supplier of barrels sought after by the world's most renowned winemakers.

Demptos Bordeaux (France)

A family business, with nearly 200 years of expertise in producing top quality barrels with a tradition of research and development linked with close customer relations defines the philosophy of Demptos.

Demptos Hungary

Hungary abounds with plentiful oak forests. A relatively new joint venture between the founding Malnar and François families has developed a state of the art cooperage employing traditional techniques, creating an internationally recognised barrel.

Demptos Napa (USA)

Producers of the finest American white oak barrels, they combine the best of French traditional cooperage techniques with modern production facilities to produce a barrel suitable for use in many different grape varieties.

Brive Tonneliers (France)

A contemporary barrel business remaining faithful to the Cooper's traditional work, whilst retaining the fusion of Art and Production. This cooperage specialises in producing innovative cooperage techniques.

Oak Adjuncts

Quercus

Quercus supplies barrel-quality oak adjuncts crafted to provide the balance and structure that your wines deserve. Quercus represents the finest in oak adjunct products, sourced from sustainable oak forests in France, Hungary and the United States. Quercus oak products give winemakers the control, quality and finish they desire. From chips, to bullets to staves and every piece is sustainably sourced, seasoned and toasted oak stavewood.

OH-15

OH-15

Demptos OH-15 is a technological barrel, the result of research carried out at the Demptos Research Centre. Constructed from carefully selected wood, these barrels have the ability to balance wines high in alcohol.

Ingénieux

Ingénieux

The Ingénieux barrel starts with oak from the center of France that is then shaped into a Blanc and Rouge option. A long seasoning regime and careful coopering provide an elegant barrel.

Vats & Casks

Foudrerie François

Foudrerie François design and custom manufacture oak Vats and Casks in an extensive range of capacities and designs ranging from 10 - 100 hectolitres and beyond.

Micro-oxygenation

Wine Grenade

Wine Grenade gives winemakers the control and insight they need to create great wine through micro-oxygenation. The patented oxygen diffusion process delivers superior maturation outcomes with our cloud connected devices.

Barrel Sterilisation

BARRICLEAN

Barriclean is the ideal solution for thorough cleaning, sterilising and de-scaling oak barrels and vats. Designed to increase the life of your barrels and vats, economically and with environmental efficiency.

CLASSIC OAK PRODUCTS

PO Box 560
Ferry Hills NSW 2084
Suite 39, 14 Newbank Way,
Belrose NSW 2085 Australia

P: (02) 9479 4700
F: (02) 9986 2299
sales@classicoakproducts.com
www.classicoakproducts.com

<p>Peter Dunlop NSW (02) 9479 4700 pdunlop@classicoakproducts.com</p>	<p>Hamish Black VIC VIC 3208 QLD 0468 258 633 hblack@classicoakproducts.com</p>	<p>Dean Whitehorn WA Manager 0404 897 429 dean@classicoakproducts.com</p>	<p>Freya Hohnen WA Manager 0427 572 997 freya@classicoakproducts.com</p>
<p>Julia Garner-Carr NSW 0418 833 235 jgc@classicoakproducts.com</p>	<p>Steve Botton VIC 0407 710 003 sbotton@classicoakproducts.com</p>	<p>Dave Matthews SA & Quercus Adjuncts 0447 814 292 dave@classicoakproducts.com</p>	