

This smooth and full bodied wine is inspired by an friendship. Expertly blended to deliver at memorable taste in every glass. Easy wine with a juicy finish perfectly balanced with flavour.



No ordinary wine

Each blend is a masterpiece from our home in McLaren Vale, which has a grand tradition of crating quality produce.

McLaren Vale SHIRAZ

A vibrant and expressive wine displaying fresh dark berry fruit flavours with hints of spice and smoked meats.

ALM CODE: 236096

McLaren Vale SANGIOVESE

A vibrant and complex wine showing juicy red fruit flavours with layers of soft and savoury tannins.

ALM CODE: TBC

DRIVING CATEGORY GROWTH

Premium reds are becoming the drink of choice underpinned by global handcraft trends in other liquor categories. Batch X provides the opportunity to establish a handcrafted premium red wine category.

CRAFT TREND

TAP INTO SPECIFIC CONSUMER NEED:
Young males looking for something different. Interested in the craft trend.



PREMIUM: Target trade-up from <\$15 red wine and recruitment from Craft Beer and Mainstream Shiraz



TRADE UP:
Recruit new wine consumers into more sophisticated and craft red wine

POS SUPPORT



Wobbler (At Shelf)



Floor Decal (Off Location)



Headercard (Off Location)



Case Wrap (Off Location)

Volume	UPC	RRP
750mL	6	\$19.99

For more information contact your Accolade Wines Business Development Manager or call 131 492

