

JANE FERRARI – PRESENTATION NOTES
2001 AUSTRALIAN WINE MARKETING CONFERENCE

The following notes are based on the Yalumba slide show that Jane presented at the Conference, followed by some of Jane's 'Handy Hints'!

Slide 1 – Yalumba main building

- Established 1849
- Five generations
- Stability
- Credibility
- Booms and bust
- Bad times and good
- Solid company

Slide 2 – The wine

- Since 1849
- Heritage
- The past lays the way for the future (winery's museum)
- Yalumba 'Signature' – traditional thread of Cabernet Sauvignon (one of Yalumba's strengths)
- Established wines – Cabernet Shiraz
Viognier
Grenache
Shiraz

Slides 3 & 4 – Comparison of two vineyard shots – classic vs contours

- Slide 3 is a classic shot of an Eden Valley vineyard
- Slide 4 is the same vineyard but shot from a more interesting angle that indicates the vineyard couldn't be anywhere else, but Australia!

Slide 5 - Heggies with food

- Yalumba's wine & food crossover is a strength
- It is not hard to be wine/food aware
- Learn your region's food history or associate areas and work it in to your wine story

Slide 6 – Old vines

- A feature of the Barossa Valley
- Marc Chapoutier – clones
- Fruit weight & wine intensity & cropping relationship

Slide 7 – The personality of old vines

- Old Garden – 1908
- New Garden – 1949

Slides 8, 9 & 10

- The importance of personalising your winery and wines with people
- Slide 8 – long time grower Eddy
- Slide 9 – Yalumba’s cooperage team Jacko & Tim (Yalumba’s own cooperage department and oak ageing scheme is a unique feature of the winery)
- Slide 10 – Ocatves of ‘Octavius’ with cellarhands Matt & Craig

Slide 11 – Tradition and Technology

- Basket press and new yeast trials

Slide 12 – Regional Food at Yalumba Harvest Market

- Shot of regional cheese display

Slide 13 – Development of Harvest Market

- Creates a sense of community
- Reflects the Barossa attitude ie: the importance of supporting the community
- Community is a regional strength and a special feature of the region

Slide 14 – Up and coming PR guru revealed!

- Photo of a young(er) Stuart Gregor working at Harvest Market – get them aligned early!!

Slide 15 – New vineyards

- Promo/launch of Yalumba’s new Wrattenbully vineyard
- Used old advertising – heritage
- Used mobile kitchen on site – wine/food link

Slide 16 – New vineyards (cont.)

- Use of shearing shed for dinner at Wrattenbully

Slide 17 – New vineyards (cont.)

- Don’t be afraid!
- Shearing demonstration as after main course demonstration
- Relaxed atmosphere led to spontaneous talent quest performance by guests!

Slide 18 – Old Advertising

- Reinforces heritage, stability, longevity – great foundations for doing business

Slide 19 – Use your own people

- Classic photo of Yalumba workers, Billy and Spud

Slide 20 – Yalumba main building

- It all starts and finishes at home!!!

Jane's Handy Hints for PR & Event Coordination

Remember – people buy wine from people!

1. A sense of humour is important!
2. Know yourself
 - Search for the special things in your region/winery - tap into the heart of the matter, then you have a better chance to communicate your message, or according to Zar Brooks, 'sell the story'
 - The personality of the wine industry will take our industry further
3. Start with the simple things at Cellar Door
 - Proper tasting glasses
 - Décor eg: Rockford Wines uses an old wood burner stove to create atmosphere (smell of fresh bread) – as Rob O'Callaghan says 'Make it look easy'
 - Yalumba has a reading corner
4. Everything is an event
 - Gear up simply
 - Align yourself with like-minded people
 - Be prepared – you are not the only, or the most important thing that is going to happen to a particular person or journalist today!
 - Howquadale Gourmet Safari at Parachilna Gorge, SA - paired their food (on the road) with Yalumba wine – all it required was a ute, wine, trestle table, glasses and a table cloth
 - Yalumba presentation at Eight Mile Creek Restaurant, Manhattan, New York – used a slide show presentation projected onto a sheet, instead of a high tech PowerPoint presentation - kept it personal & different, as not many people still use slides
 - Breakfast for wine journalist – the journalist had a packed itinerary, so to fit in with his schedule a simple breakfast was organised at 9.00am, with Smoked Salmon and Viognier