



The wonders of Australia ... some are big and bold,
with veins carved by the unpredictable rain
over Australia's deep outback.



An aerial photograph of a coastline. The ocean is a deep blue-green color, with white foam from waves crashing onto a sandy beach. The beach is a light tan color, and the waves are breaking in a series of parallel lines. The text is overlaid on the ocean side of the image.

Others are wild and relentless; curling and crashing at the moon's whim – broken and moving as they approach our nation's edge.

An aerial photograph of a vineyard. The foreground and middle ground are filled with rows of green grapevines planted in neat, parallel lines on a sloping hillside. A dirt road or path runs through the center of the vineyard, separating the rows. In the background, a dense forest of tall trees covers a hillside under a sky with scattered white clouds. The overall scene is a lush, green landscape.

And finally, there's these wonders of Australia.
Lovingly tended to across our ancient southern land
and masterfully transformed by modern thinking
into the Australian wine we all know and love.

In every bottle of Australian wine, you'll taste these wonders of Australia – a reminder of the adventure and diversity that defines our culture and our land; the unmistakable hallmark of Australia and of Australian wine.



BRAND PURPOSE

To build understanding, affinity, and preference
for Australian wine globally.

Core truth:

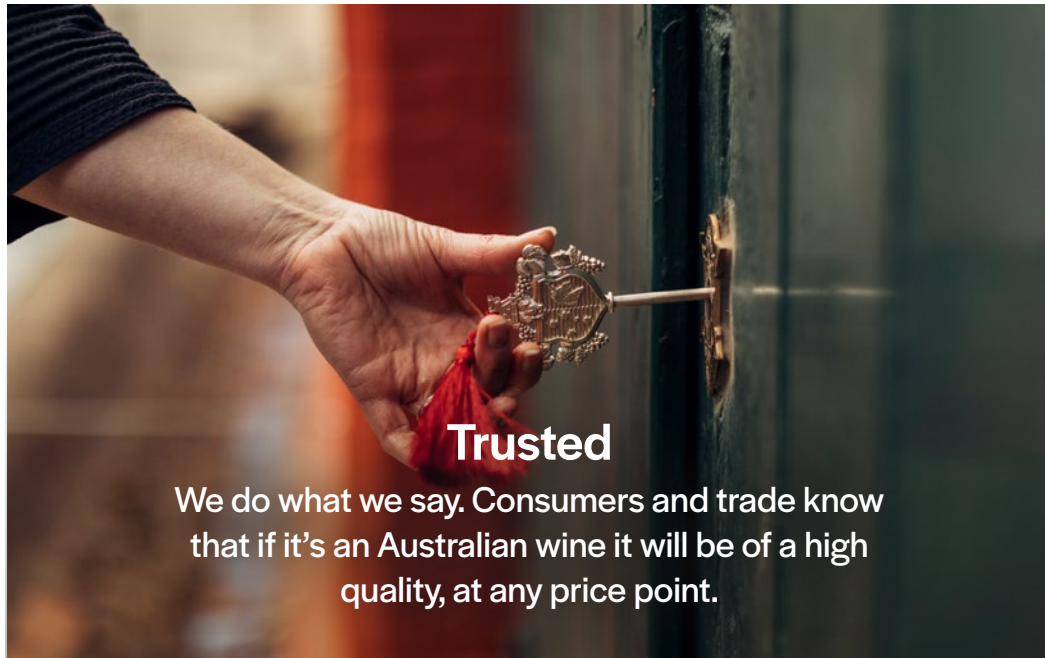
Australia and Australians are known
and loved for our adventurous spirit.

BRAND POSITION

Australian wine is the product of applying modern thinking to Australia's ancient lands. Our vast distances, diverse and rugged landscapes and abundance of rich, natural wonders makes us – and in turn our wines – adventurous, by nature.

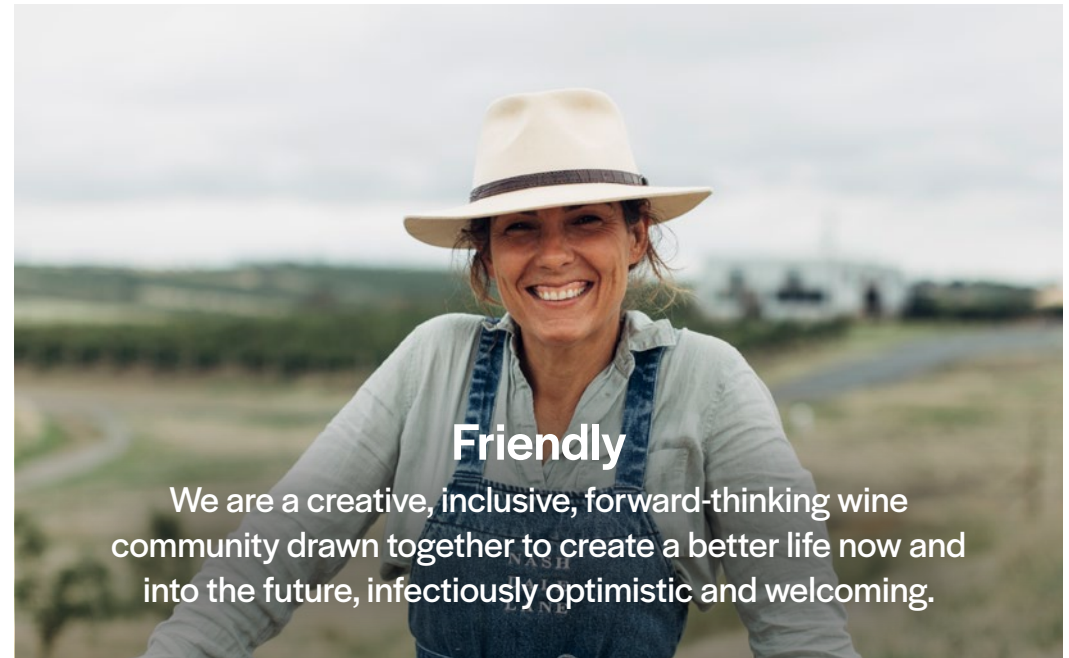
Australian wine is adventurous, by nature.

BRAND PERSONALITY



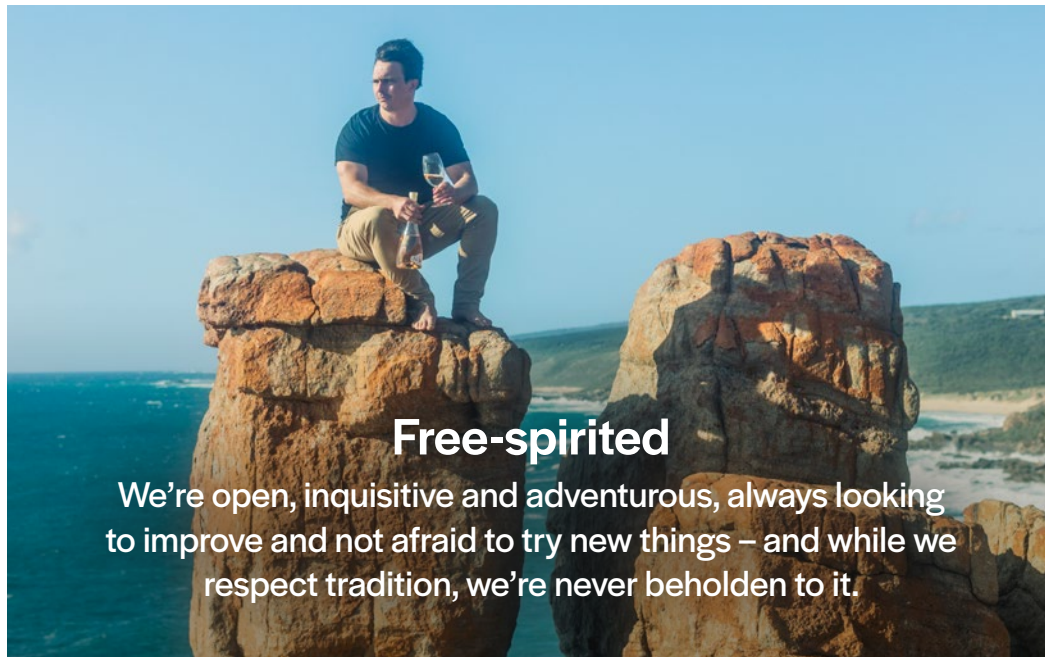
Trusted

We do what we say. Consumers and trade know that if it's an Australian wine it will be of a high quality, at any price point.



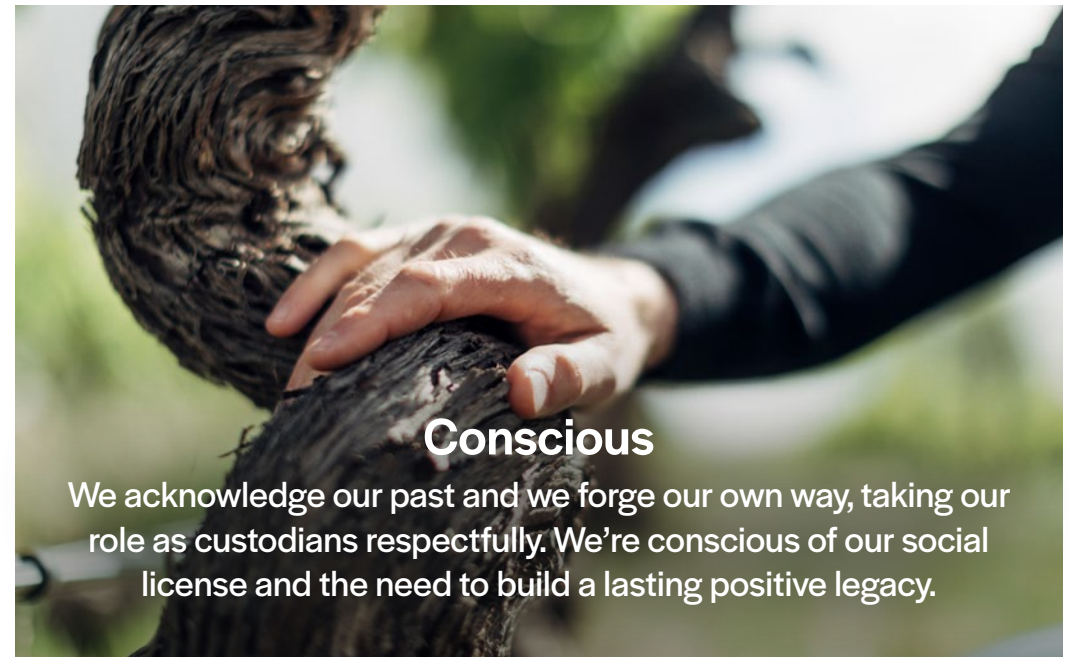
Friendly

We are a creative, inclusive, forward-thinking wine community drawn together to create a better life now and into the future, infectiously optimistic and welcoming.



Free-spirited

We're open, inquisitive and adventurous, always looking to improve and not afraid to try new things – and while we respect tradition, we're never beholden to it.



Conscious

We acknowledge our past and we forge our own way, taking our role as custodians respectfully. We're conscious of our social license and the need to build a lasting positive legacy.

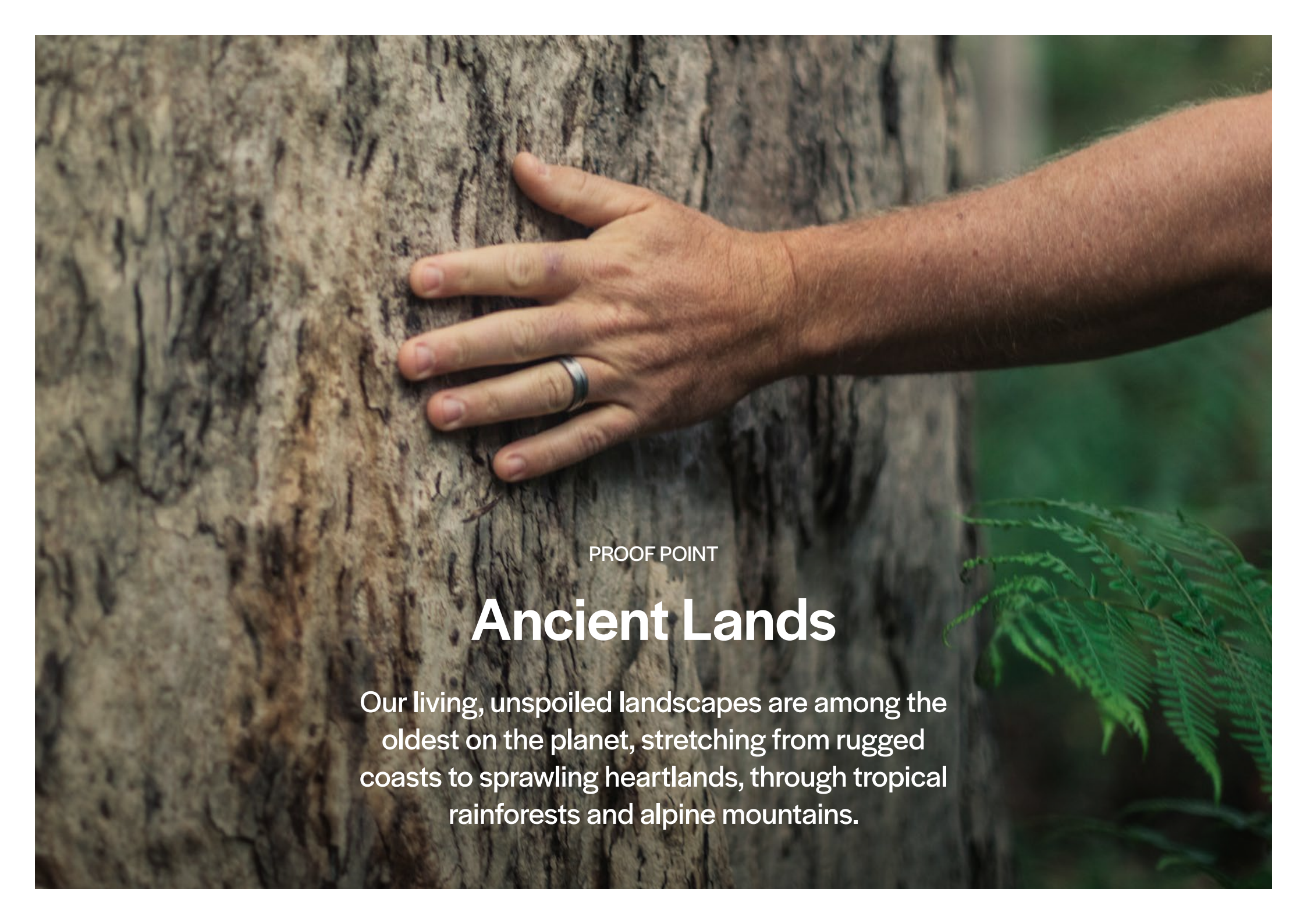
BRAND PROMISE

What does Australian wine deliver every time?

Every bottle of Australian wine is an invitation to
experience the wonders of Australia.

Our unique combination of modern thinking and ancient lands
produces wines that are as diverse and unique as our country.

Taste the wonders of Australia.

A close-up photograph of a person's hand, with a silver ring on the ring finger, gently touching the rough, textured bark of a large tree. The background is a soft-focus green forest with ferns visible in the lower right corner.

PROOF POINT

Ancient Lands

Our living, unspoiled landscapes are among the oldest on the planet, stretching from rugged coasts to sprawling heartlands, through tropical rainforests and alpine mountains.



PROOF POINT

Connected

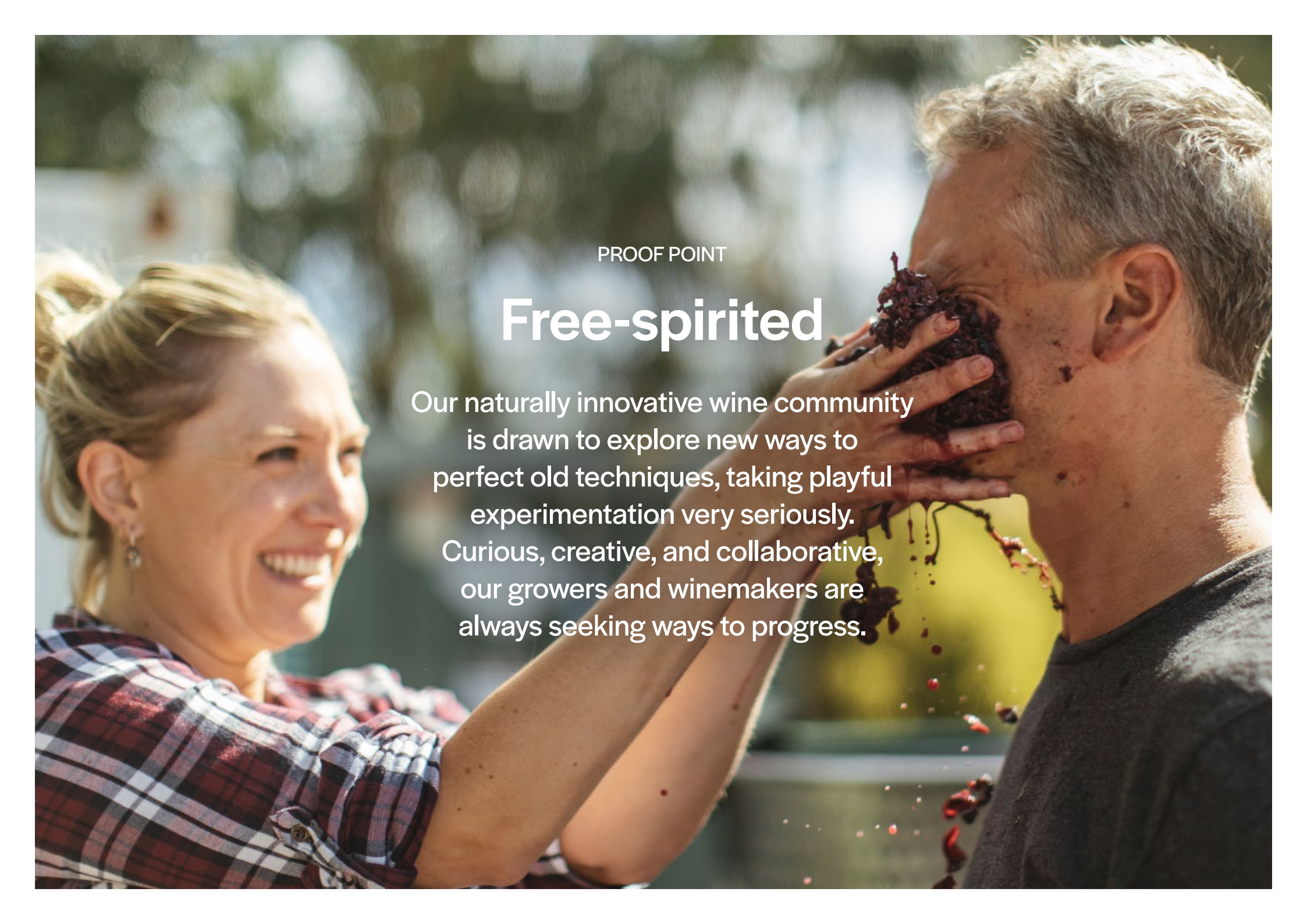
We share a cultural legacy, acknowledging the living custodianship maintained by our First Nations people, while also recognising the scientific contribution of our early European winemaking pioneers.

A close-up photograph of a hand holding a cluster of green grapes. The grapes are small and green, with some showing signs of being eaten or crushed. The background is a blurred vineyard with rows of grapevines stretching into the distance under a soft, natural light. The overall tone is earthy and sustainable.

PROOF POINT

Sustainable

We love to craft exceptional wine, while protecting our natural wonders for future generations to enjoy. We don't just talk – we act. By increasingly adopting the principles of Sustainable Winegrowing Australia, we take a holistic approach – working to improve environmental outcomes, support regional communities, and establish resilient businesses.

A woman with blonde hair in a ponytail, wearing a red and black plaid shirt, is smiling and smearing dark grape juice onto the cheek of a man with grey hair. The man is wearing a dark t-shirt and has some juice on his face. The background is a blurred outdoor setting with trees and a fence.

PROOF POINT

Free-spirited

Our naturally innovative wine community is drawn to explore new ways to perfect old techniques, taking playful experimentation very seriously. Curious, creative, and collaborative, our growers and winemakers are always seeking ways to progress.



PROOF POINT

Adventurous


We take inspiration from our natural wonders to craft wines that are as diverse and exciting as our country – from earthy to elegant; lean to lush.



PROOF POINT

Welcoming

Our growers, winemakers and all those in-between, can be found the length and breadth of Australia, supporting and enhancing regional communities and bringing enjoyment and adventure to those lucky enough to visit. We're always keen to share our collective stories over a glass (or two) of the wines we craft.

A close-up photograph of a hand pouring a golden liquid, likely brandy, from a wooden barrel into a snifter glass. The barrel has the words "URNE WHARF" and "GRAPE BRANDY" visible on its staves. The scene is dimly lit, emphasizing the rich colors of the wood and the liquid.

PROOF POINT

Quality

Our award-winning wines deliver on the promise of quality at every price point, expressing our generational knowledge, adventurous spirit and deep commitment to our craft.

BRAND STORY

Adventure is intrinsically linked with the history of Australia. In fact, it is in our nature.

From grapes grown under vast and diverse climates, across landscapes millions of years in the making that stretch from our rugged shores to our heartlands; Australia's world-class wines embody this essence of adventure.

Every glass tells a story of our evolving connection with the land, acknowledging the living custodianship maintained by our First Nations people, while also recognising the scientific contribution of early Europeans. Our shared cultural legacy lives on through the rich and bountiful patchwork palette from which Australian Wine is made today.

And just like those who came before us, our growers and makers continue to be passionate, resilient and creative; constantly driven to explore new ways to perfect old techniques. Our community is connected by a mutual respect and shared love of crafting exceptional wine, while protecting the natural wonders for future generations to enjoy.

While we're not afraid to test tradition or uproot convention, we acknowledge our country's winemaking heritage and respect the delicate balance between nature and industry. Applying modern thinking to our ancient lands, we take playful experimentation very, very seriously.

Together, the adventurous spirit of our people and natural wonder of our lands combine to produce wines that are as diverse and unique as our country; from earthy to elegant, lean to lush – our vast range of vibrant flavours and colours reflect the richness of the landscape and the creativity, skill and deep knowledge of a winemaking community seeking adventure and new discoveries.

From family-owned wineries passed down through generations to our trailblazing disruptors who push the boundaries day after day, the stories of Australian Wine are shared openly by our growers, makers and all those in-between.

So, if you're looking for the taste of adventure, let Australian wine be your compass. Because in every bottle of Australian wine, you'll experience the wonders of Australia – a reminder of the adventure and diversity that defines our culture and our land.

Australian Wine
Open for Adventure

Shiraz

CMYK
C38 M96 Y66 K52

RGB
R96 G19 B41

HEX
#601329



Vine

CMYK
C85 M51 Y71 K53

RGB
R23 G63 B53

HEX
#173F35



Ochre

CMYK
C2 M52 Y96 K0

RGB
R242 G143 B42

HEX
#F28F2A

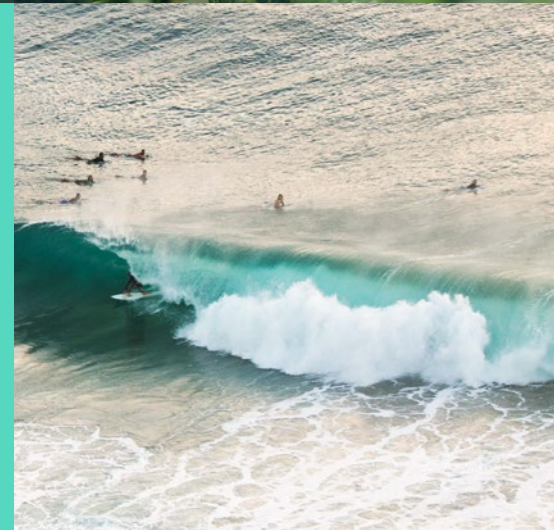


Sea

CMYK
C57 M0 Y35 K0

RGB
R85 G216 B191

HEX
#55D8BF



Coral

CMYK
C0 M31 Y34 K0

RGB
R253 G188 B160

HEX
#FDBCA0



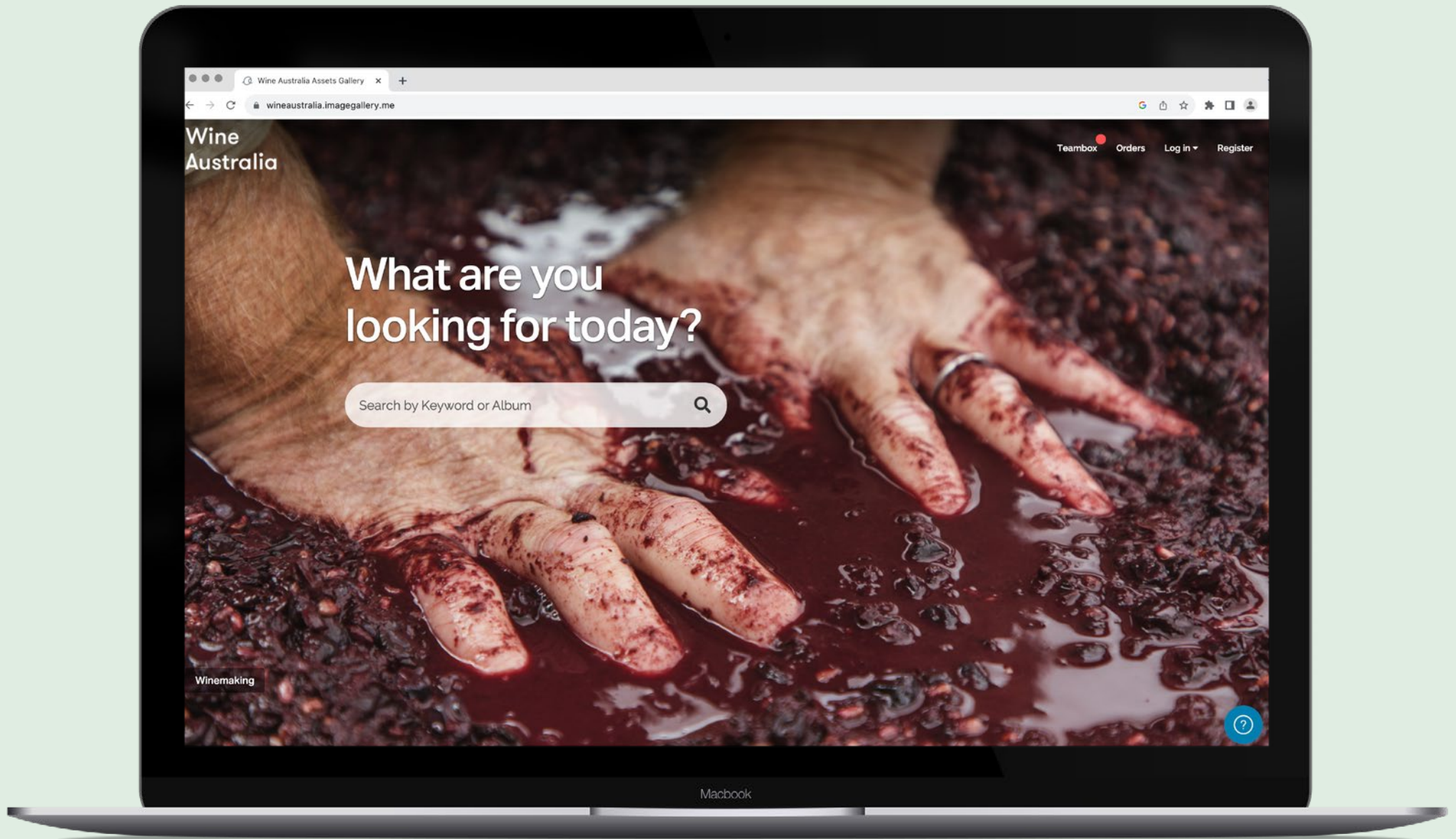
Eucalyptus

CMYK
C31 M2 Y30 K0

RGB
R178 G216 B190

HEX
#B2D8BE





Australian wine photography available through the Wine Australia Asset Gallery.
Register at wineaustralia.imagegallery.me



**Australian
Wine**