



Success stories

Fierce III

Lou Miranda Estate's bold new label and a bold new look.



A family wine dynasty under the fresh guidance of three sisters launches the next chapter in the story.

Lou Miranda Estate is an intergenerational family-owned wine business based in the Barossa wine region. Sisters Lisa, Victoria and Angela recently released the Fierce III label, a new look that signals their fierce commitment to the established family values of great wine and their passion for innovation.

The Fierce III range brings enticing new wine styles, with a contemporary look, to a new generation of wine drinkers.

A proud foundation.

It started when Francesco Miranda came to Australia in 1938 from Southern Italy. He arrived in Griffith, New South Wales and translated the association with viticulture and wine to the new land. His son Lou with wife Val, settling in the Barossa, spent a lifetime building on this passion while adding their own unique style. They have now passed the business onto their daughters. Lisa is the General Manager, Angela the Winemaker and Victoria the Marketing Manager and they share an enthusiasm for the future of the wine business.

Wines are produced from estate owned vineyards and the commitment to quality is transmitted from vine to the bottle. They have developed the Lou Miranda Estate, Leone and Golden Lion labels, each with defined characteristics and target markets.

Lou Miranda Estate have participated in the Australian Government's Entrepreneurs' Programme, delivered in South Australia by Business SA. Involvement in a Market Diversification Project will support their continued

endeavours to seek new markets with new offerings and presentations.

A bright future.

The Fierce III range, along with stalwarts like Cabernet Sauvignon and Shiraz, includes interestingly Sagrantino, Pinot Grigio, a Shiraz Grenache Mataro blend, Rosé and a Prosecco. The bottle and label format takes on a bright and functional look compared to more traditional formats. The range and presentation is aimed at a younger demographic. Market diversification can take many forms, and it is important to frame the offering in a way that entices new consumers of wine to try and buy.

Eager to embrace the future.

The Fierce III's passion for family, place and product is the embodiment of the brand reputation. The commitment to continue to invest, diversify and grow provides renewed confidence in the future of the industry.