



Success stories

Bremerton Vintners

Bremerton have opened a new bigger cellar door.



Langhorne Creek accomplishment

Bremerton Vintners is a family-owned company based in the Langhorne Creek wine region of South Australia. Sisters Lucy and Rebecca Willson have taken Bremerton to become one of the best-known brands from the region.

For the past 16 years Bremerton Wines has been awarded as a James Halliday 5 star rated winery, which ranks it in the top 5% of all Australian wineries.

An investment in the brand home

Despite the impact of COVID-19, with restrictions on visits to cellar doors, Bremerton continued to invest in their brand position. The opening of a \$1 million expansion has meant that as

restrictions have eased, visits have increased, and the venue is fast becoming a regional tourism attraction.

Their emphasis on linking the brand to the terroir of the region, the rich soil of the Bremer River flood plain with its cooler climate reflects their pride in the quality of their offering.

The cellar door plays a big part in growing Direct to Consumer sales. Visitors to the cellar door can become ongoing online and loyal club members and brand ambassadors.

Working with Trent Mader a Growth Facilitator with Delivery Partner Business SA the Australian Government's Entrepreneurs' Programme, helped with the design, conceptualisation, and operational planning of the facility. The venue space now boasts flexible catering, events options, and systems to capture the opportunities arising from greater activity.

The product range continues to grow

Bremerton continues to add to their wine portfolio and have also started to produce Willson small batch gin.

Their wine selection embraces new styles and is reaching new markets. Many of the varietals now incorporated in the line-up are well suited to the climate and soils of the region as well as enticing consumers to try something exciting and fresh.

Providing different labels for different price points, demographic segments, domestic and overseas markets take time and careful planning.

Passion for Place and Product

Bremerton's passion for place and product is embodied in the brand home and brand reputation. Current wine industry conditions with COVID-19 and uncertainty surrounding global markets could be described as challenging but the enthusiasm and determination shown by Bremerton and other industry brand icons, to continue to invest, diversify and grow provides renewed confidence in the future of the industry.