



Success stories

**Chalk Hill Wines**

**McLaren Vale**

Partnerships for success



**New brand home**

While COVID-19 has been a challenge to all business venues, Chalk Hill Wines has created a unique cellar door experience that has opened up opportunities for Direct to Consumer (DTC) sales on-site and ongoing through their active wine club.

**A partnership with passion**

The new cellar door is located with a magnificent view over McLaren Vale area. It is formed through a unique partnership between Chalk Hill Wines, Never Never Distilling Co and Cucina di Strada, purveyors of fine Italian street food.

Each business brings a real passion for their product which is enjoyed by visitors. Each experience complements the other in a clever business model that has

created a real “must visit” destination with one of the best views anywhere.

**Customers making the most of the tri-experience.**

Visitors enjoy the opportunity to experience each offering. Whether initially lovers of spirits, Italian cuisine or fine wine, visitors transition between venues and broaden their knowledge in a captivating tasting experience.

**Dynamic branding**

To complement the brand home Chalk Hill has revitalised and extended its wine offering with new labels, varietals and presentations, each cleverly tailored for emerging consumer trends.

The recently completed Supplier Improvement Plan (now called Growth Roadmap) focused on independent liquor retailers enabled Chalk Hill to focus their efforts in product transformation.

The range now strengthens their presence at point of sale in store.

Chalk Hill now has the place, and the product to grow brand reputation and sales into the future.

**Brand champions**

Visitors to the cellar door leave having had a memorable time and often become long-term direct customers via the active wine club which has three levels of commitment. Converting visitation to ongoing good margin DTC sales has been a key ambition for Chalk Hill.