



**Accolade**  
**FINE WINES**

**Press Release for immediate distribution April 2021**

Press Release

**Fine Wine Partners rebrands to Accolade Fine Wines**

In a revised strategic move to facilitate a more streamlined and customer-centric offering, Fine Wine Partners, the fine wine portfolio belonging to Accolade Wines, renames itself as Accolade Fine Wines.

The rebrand provides clear opportunity to hero Accolade's fine wine brands in their own right – while bringing them together under the bigger Accolade Wines umbrella.

The fine wine portfolio comprises eleven of Australia's most prestigious wine brands, including the recently acquired Rolf Binder in the Barossa Valley.

In a move that steps away from 'Australia only', the portfolio will now comprise the top tier single vineyard wines from New Zealand's Mud House, as well as the premium cuvées from much-awarded South African winery, Flagstone.

Accolade's Global Vintage Release Programme will form a key part of the revised fine wine strategy, bringing the very best of Australia's finest cellars to customers. A pre-release event is being planned for this June, followed by individual brand activations that will happen later in the year. Six brands will make up this year's Global Vintage Release offering. The pre-release introduction will be led by Accolade's Global Wine Director, Nigel Sneyd MW.

The Accolade Fine Wines team comprises Toby Spiers, Head of Fine Wine Europe, Lizzy Parrott, Prestige Account Manager Fine Wine Europe, and Sophie McLean – who recently joined Accolade's brand marketing team.

Toby Spiers comments "This revised direction helps clarify our core premium, and fine wine allocated portfolio, being able to build on the work we have achieved so far in these markets, strengthening our relationships with our distribution partners and creating scalable opportunities to promote and sell the length and breadth of Australia's finest terroir, and beyond."

Sophie McLean comments "With positioning ourselves this way, our aim is to bring more value to our customers through a series of initiatives - connecting our valued partners closer to our wines so that they can become better advocates for our brands. We are proud to work with such global standard for Australian fine wines, and we look forward to bringing their ethos and personalities to life from here onwards."

**-Ends-**

[www.accoladefinewines.com](http://www.accoladefinewines.com) @accolade\_fw

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## Accolade FINE WINES

### About Accolade Fine Wines

Accolade Fine Wines is the fine wine division of Accolade Wines, representing some of the **most highly-renowned and respected wineries** in Australia, alongside a number of other premium brands from across the New World. The portfolio includes House of Arras (Tasmania), Croser, Petaluma, Grant Burge, St.Hallett, Houghton (Western Australia), Hardys, Katnook, and recently acquired Rolf Binder. It also owns and represents Stonier (Mornington Peninsula), Eddystone Point and Bay of Fires in Tasmania, Flagstone in South Africa and two top tier wines from MudHouse in New Zealand.

Our wineries produce some of the **rarest and most collectable** wines for their given styles in Australia, each with their own **rich, unique, heritage**. Their brand strengths are supported by the two most eminent voices on Australian Fine Wine: **Langton's VI Classification** and James Halliday. Almost all of our wineries have a **5 Red Star status**, often featuring in the top 100 wineries.

Since September 2020, all of Accolade's wines sold in Europe are 100% Carbon neutral.

### About Accolade Wines

Headquartered in Australia, Accolade Wines draws on a proud heritage, with Houghton established in 1836 and the first grapes treading at Hardys winery in 1853 to become a world-leading provider of luxury, premium, mainstream and commercial wines.

With three of the top 10 wine brands in the UK and two of the top 10 in Australia, Accolade's rich and diverse portfolio is made up of distinguished Australian wine brands including Hardys, St Hallett, Petaluma, Houghton, Grant Burge and Banrock Station and modern wine brands such as House of Arras and Jam Shed shaking up the global landscape and many more.

### **For further information please contact:**

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