



Brand Concept

Vinaceous literally means 'of wine and grape'. Vinaceous transcends traditional wine labels with powerful, visually striking branding and packaging. The first wines launched under the Vinaceous brand include **SNAKE CHARMER** Shiraz, **RED RIGHT HAND** Shiraz Grenache Tempranillo, **RACONTEUR** Cabernet Sauvignon and **DIVINE LIGHT** Verdelho.

Nick Stacy, Marketer and Vinaceous Partner states *"I wanted to create something really different for Vinaceous, a name I registered about ten years ago with no real agenda at the time. Over the last five years, I've been able to work alongside great wine marketers and winemakers, travel the world and see first hand all kinds of labels within the wine game.*

I've drawn a lot of inspiration from various Spanish producers with the way they package their wine, and more recently there's been some very cool, sexy and quirky labels from the USA and Australia really exciting the market. For these labels, I've actually delved into art deco movie & circus posters from the 30's - I love the period and I believe it will really capture the imagination of wine consumers."

Winemakers & Fruit Source

The Winemakers behind these wines, also Vinaceous Partners, are two of the best in the business, Michael Kerrigan and Gavin Berry, whose combined knowledge and contacts for sourcing and making Vinaceous wines will ensure that wine quality is always paramount. Mike has 17+ years winemaking experience and is now also Winemaker and CEO of Hay Shed Hills & Pitchfork Wines. Gavin has 20+ years winemaking experience and is also Winemaker and CEO of West Cape Howe Wines.

Vinaceous sources exceptional fruit parcels from Australia's best known regions to make modern, varietal wines. The reds are sourced from renowned South Australian regions including Limestone Coast, McLaren Vale, Padthaway and the Barossa. The majority of these parcels have been hand selected by some of South Australia's 'big gun' producers and winemakers. The Verdelho is sourced from a single vineyard in cool-climate West Australian region, Pemberton.



BRAND PROFILE

Wines imported by The Country Vintner, Inc.

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