

MEDIA RELEASE

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GIBSON EYES GROWTH IN NEW DISTRIBUTION WITH THE WINE COMPANY

Gibson Wines of the Barossa has announced a new partnership with The Wine Company, which will see its wines distributed through Victoria, New South Wales, ACT and South-East Queensland, as of July 1.

Eyeing growth, particularly through the on-premise channel, the appointment is the first time Gibson has secured formal distribution in each of those markets.

The Wine Company will work alongside Gibson's existing representation by LG Liquor in Far North Queensland.

Owned by the Tahbilk Group and incorporating the historic Tahbilk estate of Nagambie (VIC), The Wine Company has a highly regarded collection of brands, including d'Arenberg, Yering Station, Redman, Plantagenet and Xanadu. International estates Gonzalez Byass and Banfi are also among The Wine Company's impressive assembly of principals.

The Wine Company was established in 1985 with its National Support Office based in Melbourne. Its team of sales representatives and agents will represent Gibson to independent retailers, banner groups, and on-premise accounts.

Through the partnership, Gibson, most recognised for its hero wine, 'The Dirtman' Barossa Shiraz, is aiming to broaden awareness of its wider portfolio of bottlings.

The appointment coincides with a premiumisation of Gibson, which has undergone an elevation of its packaging, incorporating a new brand marque - Dirtborn Barossa. It has also released a new, super premium bottling - Burkes Hill Single Site Eden Valley Shiraz (\$85). Gibson's polish has also been delivered through a premium refurbishment of its Cellar Door.

"In difficult times over the last few years, our family brand has proven itself to be steady and trusted", said founder, Rob Gibson. "A comfort factor exists with classic Barossa, particular in its reds. We love that The Wine Company have bought into this philosophy and have trade customers asking for it", he added. "There's many other Gibson gems to be unearthed and we're sure the The Wine Company's professional team will enjoy doing so to their customers", he added.

Michael Wilson, General Manager of The Wine Company, said "adding such an iconic, family owned brand such as Gibson will not only add depth to our Barossa portfolio, but will really complement what The Wine Company represents: strong, high quality and respected wine brands, steeped in family tradition. The team really love the depth of range too, leading in with 'The Dirtman' as the hero, complemented by the fresh and vibrant Discovery Road range that they see will sell well in on premise."

Trade accounts seeking availability of Gibson Wines can contact Melissa Seymour, National Sales Operations Manager, The Wine Company. Phone. 0402 784 881 or email mseymour@wineco.com.au

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For further media info and imagery:

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