



# Create a Corporate wine brand

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THE PERFECT GIFT FOR YOUR  
STAFF, CLIENTS & SUPPLIERS

# About Us

We are a small family owned boutique wine supplier with a primary focus on sourcing the best quality wine from the premier wineries in Australia. We have a focus on sourcing the great wines from Western Australia's premium wine regions such as Margaret River and The Great Southern and our range is 85% from those regions.

Unlike larger wine suppliers we can acquire small, medium or large quantities of premium wine for your house wine brand. We remain the only wine supplier in Western Australia specialising in the creation of buyers own house wine brands for licensed venues. We have been doing so for over 16 years and have established long term supply arrangements with so of western australia's most celebrated & awarded wineries. Our competitors fail deliver on that promise.



**STEVE & MARIE CLOUGHLEY**

# Our Wine

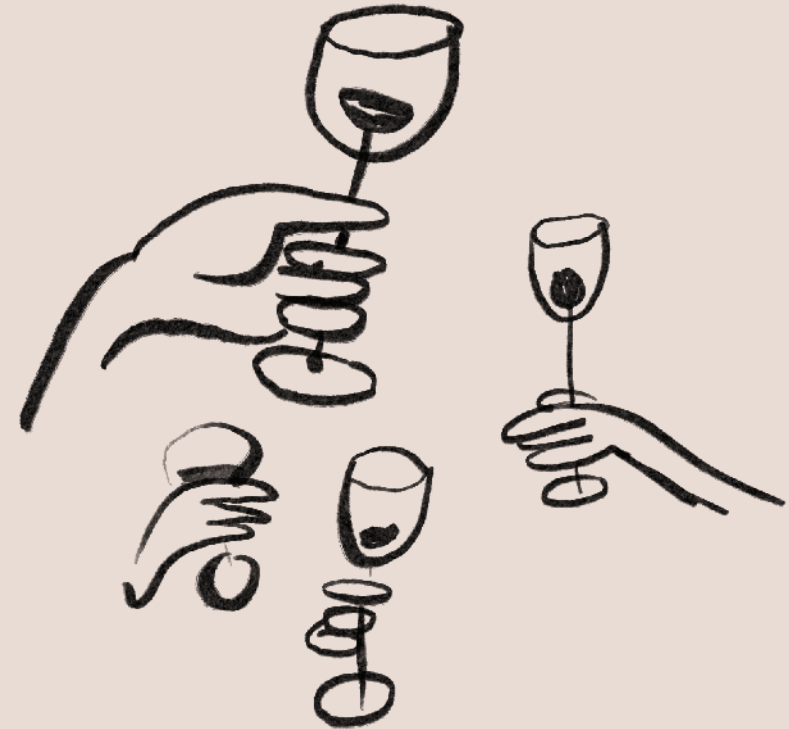
We have an extensive range of over 70 quality wines to choose from. Regions include Margaret River, Great Southern, Pemberton, Denmark, Barossa Valley, McLaren Vale, Clare Valley, and many more. We offer a 100% money-back guarantee on all wines.

# Our Services

Wine recommendations for you by our wine buyer. Professional graphic design services your wine labels are always kept up to date with vintage and wine changes. Account management for repeat orders Label printing & application all done in house in our Malaga wholesale licensed premises. Corporate wine tasting events.

# Our Benefits

Wine is the perfect gift for your staff, clients and suppliers. It helps you to build and increase your brand awareness with customised labels to suit your company. It allows you to have your own wine brand at your corporate events, product launches or functions. You could combine your corporate wine in gift packs, for an extra special gift. Our wine works out to be cost effective custom gift!



# How our wine buyer selects wines

*based on a number of factors, listed in order of priority*

## 1. Quality

Rated on a 100-point wine judge scoring system, an international score system used at wine shows. If a wine scores 80/100 or less it is not accepted into our wine range.

## 2. Value

How much is the branded equivalent worth and what savings will our customer get by buying it from us under their own house brand? usually between 30-50% when compared to the wineries branded prices.

## 3. Supplier

We have built outstanding relationships with wineries for over 16 years. we work with reliable, reputable and dependable wineries and help them move excess volumes of wine without damaging their winebrand value as we don't disclose our suppliers.

## 4. Region

We focus on the Western Australian region due to the sensational quality, price, accessibility and reputation. We are fortunate to be near the Margaret Rive Wine region which only represents 5% of the national grape crush but 21% of Australia's premium wines

## 5. Diversity

We stock a diverse range with a minimum of 80 wines and keep our range up to date with the latest trends in wine and consumer tastes.

## 6. Season

We rotate wines according to the season and the current trends within the market.

# Why do wineries supply us with Wine?

We always get asked this question and the answer is quite simple.



# The low down.

Our company has helped wineries move excess quantities of their fantastic wine without damaging their branded prices for over 16 years. We have established long-term relationships with some of Western Australia's most awarded wineries and are the first place they come to when they have an excess wine that they would like to sell.

If the sales team at a winery are not able to keep up with the quantity of wine that is produced, they must find a way to sell the excess wine before the next vintage comes along. Most wineries only have a limited amount of storage space in tanks and barrels to store wines. If they don't empty the storage vessels in time for the next vintage, they will need more storage and wine barrels.

A quick and easy way for wineries to sell excess wine is to sell it to WA Cellars. We can buy wine at lower prices as we buy it without the wineries brand and the associated value with that wineries brand on the bottle. We do not rely on the wineries brand reputation and value which adds cost to the wine. Wineries protect their brand reputation and value, that could be eroded if they were to sell wine cheaper under their brand. They prefer to sell that excess stock unbranded to us.

The result is our customers get a wine that is worth up to 50% more under wineries brand. The only difference between the wine is the brand label on the bottle. The model is a win, win scenario not just for our company together with wholesale and retail customers, but also for the wineries who can obtain valuable cash flow separate to any distribution agreements they may have with a distributor for their branded products.



# Corporate Labelled wines.

From \$11.00 Per bottle with minimum purchase of 12 bottles of each selected wine



MG Group



Blueprint Homes



PDA



Brookes Hire



Aquatec

# Corporate Labelled wines.

From \$11.00 Per bottle with minimum purchase of 12 bottles of each selected wine



**Premium Double Gift Box**

From \$65 + GST per unit  
(including South West Range  
wines with your corporate wine labels).



**White Gloss Twin Pack**

From \$25 + GST  
(including South West Range  
wines with your corporate wine labels).



**Black Gloss Twin Pack**

From \$25 + GST  
(including South West Range  
wines with your corporate wine labels).



# Corporate Labelled wines.

From \$11.00 Per bottle with minimum purchase of 12 bottles of each selected wine



**Premium Single Gift Box**

From - \$50 + GST per unit  
(including South West Range wines  
with your corporate wine labels)



**White Gloss Single Box**

From \$15 + GST Per Unit  
(Including South West Range wines  
with your corporate wine labels)



**Double Bottle Pine Gift Box**

\$50 + GST per unit  
(including South West Range wines  
with your corporate wine labels)

# Label Specifications



2mm Bleed & 5mm Margin

# Label Specifications



2mm Bleed & 5mm Margin

# Corporate Label Wine Pricing

WA Cellars has over 80 different awesome wines that we can apply your very own corporate brand wine label to. Our wines range from \$10.00 per bottle up to \$20.00 per bottle and the additional cost of us printing and affixing your own corporate wine labels to them is an extra \$1.00 per bottle (\$12.00 per case).

If you require us to design the wine label we charge a one off design fee of \$50.00.

Once the wine label is designed we keep it on file so it can be used again and we can update your label for future order with new wine and vintages without any further costs.

If you would like further information and pricing on our wine range and gift presentation boxes please contact us.



# Get in Contact



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