

BRAND CARD

BRAND ESSENCE	Australia's Global Wine and Food Region	
BRAND POSITION	Barossa is Australia's global wine and food region. This means that it is comparable with the greatest wine regions in the world – Tuscany, Bordeaux, Burgundy, Barolo, Napa, Mendoza. Barossa offers rare, handmade wines from the world's oldest vines. Its farmers and artisans produce distinctive regional food, influenced by the region's landscape and culinary traditions. It provides authentic accommodation experiences in serene vineyard settings and rustic villages. It maintains an understated community culture that is influenced by a centuries old European heritage, based on pride and the quest for quality and excellence.	
BRAND AIM	To continue to position Barossa as Australia's global wine and food region and one of the great regions of the world.	
BRAND PILLARS	BRAND PERSONALITY	MARKETING PRINCIPLES
Quality and Provenance Highly awarded wines, food and accommodation experiences. Rarity and Authenticity Old vines, rare wines and multi generational food and music traditions. Aesthetics A genuine Australian wine region of vineyards, villages and gum trees. Price The most expensive collected wines in Australia. Extraordinary Experience Internationally renowned culinary tourism and hand-crafted wines. Symbolism and Pride Seven generations of winemaking, grape-growing and cultural tradition. Varietal Excellence 175 years of growing and making Shiraz from the oldest continuously producing vines in the world.	Global Rare Discovery Authentic History Hand crafted Welcoming Generational Escape Experience Custodianship Provenance Characters Quiet confidence Understated Generous Sharing Unexpected 	International Barossa is a global region competing on the world stage with other international regions, rather than just Australian regions. Aspirational Barossa is smart and sophisticated, worldly, polished and aspirational but not slick or overtly luxurious. Real Barossa has been hand crafted and handmade by true, honest, trustworthy people for 175 years. Contemporary Barossa has a long and proud tradition but acknowledges the need for constant re-invention and re-imagination. Credible Barossa rests its hard-won reputation on honesty, transparency and tradition. Generous Barossa is a rural community that believes in open-hearted welcoming and sharing.