

ZORKstory – Export Success Shingleback Red Knot

- ✓ US market focus
- ✓ Consumer acceptance
- ✓ Dynamic sales growth
- ✓ Australian launch

In 2003 McLaren Vale winery Shingleback teamed with Seattle based marketers Precept Brands to create and launch the “Knot” family of wines. The initial release was 30,000 cases with a Red Knot Shiraz, a Red Knot Cabernet and a White Knot Chardonnay. The US was the target market with the wines promoted at around the USD8 price point.

Promotion along the US East Coast resulted in strong consumer acceptance of both the wine and the ZORK closure with the 2003 vintage quickly selling out. Resellers overwhelmingly endorsed the ZORK closure which provided a clear point of difference for Red Knot.

“SOUTH AUSTRALIAN WINNER - Why not tie the knot on Valentine's Day? The 2003 Red Knot McLaren Vale Shiraz (\$10), made with grapes grown in the premier region of South Australia's McLaren Vale, is a winner. It's not often such high-quality fruit goes into a bottle with a \$10 price tag. Dark purple in color with subtle scents of licorice and smoke, this full-bodied wine is plush and jammy. It's sealed with ZORK, a closure that seals like a screw cap and pops like a cork.”

San Francisco Chronicle, 10 February 2005

Buoyed by the sales successes in the US, Shingleback have greatly boosted production of the 2004 vintage. A Pink Knot Rose has been added to the “Knot” family of wines with its striking colour and easy drinking style expected to attract a new generation of wine drinkers.

Driven by it's US sales success, the Red Knot and White Knot wines were launched in Australia and Newzealand in June 2005 and more recently in Asia as the next step in growing this global brand.

ZORK, the exclusive closure used by Red Knot, White Knot and Pink Knot, is:

- ✓ Cost competitive;
- ✓ Easy to use;
- ✓ Consistent with a low oxygen transfer rate;
- ✓ Safe with no taint or flavour scalp;
- ✓ Reliable and simple to apply; and
- ✓ Tough and durable during transport, storage and handling.

