

Our Offer

The Adelaide Hills offers a unique cool climate wine experience that celebrates the diversity of cool climate varietals.

The diversity of the region and our offerings means that there is something for everyone.

We are not famous for a particular style of wine.

We are famous for the diversity of our styles.

Unique
Brand
Positioning

Our passion is to bring creative and sustainable cool climate wines to the world.
Wines that celebrate the beauty and diversity of the Adelaide Hills.

Mission

AHWR works collaboratively with vignerons to promote the Adelaide Hills; a region of beauty and creativity that produces the best cool climate wines there are. We do this by supporting our members to achieve excellence through leadership, education, creativity and sustainability.

Vision

To build the profile of the Adelaide Hills as a region that is revered worldwide for producing premium, creative and sustainable cool climate wines that perfectly reflect the Adelaide Hills, its diversity, beauty and its unique sense of place. The best cool climate wines there are. (The preferred choice of cool climate wine)

Beliefs

- We champion the diversity of the region, the climate, the aspect and the varieties.
- We are all about cool climate wines, we are unique and diverse, and our wines reflect this.
- We celebrate the beauty of the region and strive to maintain its environmental stewardship.

- We believe that sustainability and quality go hand in hand.
- Our region thrives through collaboration and collectively raising the bar.
- We create premium cool climate wines and engaging wine experiences.

Personality

- Open
- Creative and adventurous
- Welcoming
- Collaborative

- Supportive
- Fun / Don't take ourselves too seriously
- Knowledgeable
- Authentic

How We Talk About Ourselves

- Clean, pristine and beautiful
- Sustainable
- Premium cool climate wines
- A region of diversity.
- Diverse in varieties.

- Diverse in its sub-regions.
- Endlessly creative and adventurous
- Artisan and authentic
- Friendly and welcoming
- Accessible

The Competitive Landscape

With discretionary wine and wine experience spend there is significant competition and choice for consumers, both locally and nationally.

Regions with higher profiles and a better understanding of their offering i.e. Margaret River and Tasmania, are the first choice for wine consumers and are seen as "destinations" – especially for their hero varieties and are making in-roads into our target audiences.

The Adelaide Hills Wine Region is unique in the diversity of its' offering and accessibility and is able to offer a premium wine experience, no matter your wine preference or wine knowledge.

Our accessibility compared to other local regions positions us as the premier South Australian Wine region driven by the diversity of our offering.

Our Audience

Who
Position
Objective

- South Australian Consumers
Proximity and premium
Increase dwell time and repeat visitation
- On Premise / Independent Off Premise - NSW & QLD
Premium Cool Climate Wines
Increase listing and preference for AHWR wines on wine lists and in independent bottle shops
- Government and Stakeholders
Australia's most diverse and premium cool climate region
Increased advocacy for the AHWR
- Members
Provide leadership and be the partner and champion for the AHWR and growers and wine makers.
Encourage members to collaborate and partner with the AHWR for the betterment of the region and all of its members