



**MEDIA RELEASE**  
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## **The Wine Society Refreshes Brand Palate**

The Wine Society, Australia's oldest independent wine club, is reaching out to a wider wine-loving audience with the launch of its refreshed brand and new website. The refresh has been designed to increase membership and connect with a new generation of wine enthusiasts.

The brand strategy includes a new and more modern corporate identity, with changes implemented to all marketing material and member communications. The Wine Society has also launched a revitalised website - [www.winesociety.com.au](http://www.winesociety.com.au) - which combines wine education tips and user-friendly search tools to browse the catalogue of wines on offer. The co-operative has also opened a new head office, tasting facility and retail store located at 66 Bay St Ultimo, Sydney, as a part of this activity.

One Green Bean was recently appointed to undertake consumer and trade public relations activity for The Wine Society and will be looking to drive awareness, membership uptake and leverage the strong wine education program currently in place.

The Wine Society will also be sponsoring Flickerfest 2009 this Summer. Celebrating its 18th Anniversary, Flickerfest is Australia's only Academy® Award accredited Short Film festival. The festival kicks off under the stars at The Pavilion, Bondi Beach in January 2009 before heading off on a national tour of regional and metro cities around the country till March. As the an official sponsor of Flickerfest, The Wine Society will have a range of wines available and host a number of wine tasting sessions. Regarded as the country's premier International Short Film Festival, Flickerfest screens the latest cutting-edge and award winning shorts from Australia and the world.

Ron Corby, Acting CEO of The Wine Society, said, "We recognise that more and more Australians, from a range of ages and professions, are taking more of an interest in wine and wine culture. We wanted to make sure our brand better represented our organisation and our membership, as well as making it more appealing and approachable to a new generation of wine lovers."

Along with savings on quality wine, The Wine Society provides its own wine label, expert wine advisors, education courses and exclusive dinners. Above all it prides itself on its personal service for members and still sees itself as a group of friends who enjoy and appreciate wine.

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**NOTES TO EDITOR:**

**About the Wine Society ([www.winesociety.com.au](http://www.winesociety.com.au))**

Established in 1946, The Wine Society began when a group of wine-loving friends with a collective vision and a passion for Australian wine came together. Over 60 years on, the Wine Society now has almost 60,000 members Australia-wide, advances wine appreciation across the nation, and promotes and supports excellence in the wine industry.

For more information on Flickerfest please go to [www.flickerfest.com.au](http://www.flickerfest.com.au)