



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.

Since its inception in 1946, The Wine Society has expanded their product and service offering to include more than just great savings on quality wine. The Society has their own exclusive wine label, and members can call upon a wealth of knowledge with trained wine advisors available to answer any wine-related questions. Members also have access to The Wine Society's acclaimed program of education courses and events nationally.

Above all members can be assured the wine on offer has met the highest standards with all wines blind tasted by The Wine Society's expert panel. Each wine must receive a score equivalent to a bronze medal (15.5 out of 20) before it is accepted into the Society for sale to Members.

The Wine Society is a not-for-profit organisation so all profits are reinvested into the products and services the Society offers. Cost of membership is only a one-off payment of \$50 and the only commitment required of members is a spend of \$100 a year on any wine or Wine Society services to help ensure the Society can keep providing great value and quality to Members..

The new brand strategy includes a more contemporary corporate identity, with changes implemented across all marketing material and member communications. The Society has also launched a revitalised website - 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.

The Wine Society will also be sponsoring Flickerfest 2009 this Summer. Celebrating it's 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 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.”

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NOTES TO EDITOR:

About the Wine Society (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.

New member offers

The Wine Society has great offers available for new members. The current 'Welcome Gift' for new members is a Society Sampler Six-pack of wines valued at \$80. While this gift is available for a limited time, other new member offers are available throughout the year.

Flickfest

For more information on Flickerfest tour dates and details, please go to www.flickerfest.com.au