



FOURTH WAVE WINE

Australia's Fastest Growing Wine Business*

*Aztec Net Sales to July 2020



Fourth Wave Wine

A Dynamic Portfolio of Modern Wine Brands:

Our Vision

Lead a consumer-focused revolution of wine retail around the world.

Our Purpose

We help retailers capitalize on consumer trends in Wine.

USP

The worlds best wine innovator:

- Insights
- Packaging
- Speed to Market



About Fourth Wave Wine

Fourth Wave Wine began in 2009 and now represents Australia's most dynamic portfolio of modern wine brands.

A constant innovator and market leader, Fourth Wave Wine combines exciting and engaging brand concepts with a dedication to high quality contemporary winemaking. Translating global consumer trends into compelling brands that inspire and engage both a new and existing wine consumer.

Fourth Wave Wine works closely with a small number of like-minded, family owned wineries to create a range of authentic and regionally expressive wines from six countries including Australia, New Zealand, France, Italy, Spain and Argentina.

Brands in Focus:

- **Little Giant** – Australia's fastest growing table wine brand above \$16
- **Farm Hand** – Australia's #1 Organic Wine Brand
- **Tread Softly** – Australia's fastest growing Pinot Noir
- **Elephant in the Room** – Australia's #1 Pinot Noir
- **Hero of Zero** – Australia's fastest growing preservative free wine brand



Note: The above sales claims were current at the time of printing the individual brand trade presenters. For the most current sales performance in Australia please don't hesitate to contact us

Exciting & engaging “On Trend” concepts:

Elephant in the Room



Bold & Full Flavoured

Varietals that fit the modern occasion

Australia's #1 Pinot Noir giving consumers what they want, full bodied & mouth filling wines that deliver maximum pleasure

(QTR Sep 19 – Retail Sales)

Little Giant



Regionally sourced

Barossa Valley, Coonawarra & Adel. Hills

As Australia's #1 premium wine above \$16AUD, Little Giant makes smooth intense wines that typify the regions they are sourced from

(MAT Sep 19 – Retail Sales)

Farm Hand



Organic & Vegan Friendly

Source: Monash Valley & McLaren Vale

Australia's #1 organic range. Our goal is to source wine from the most sustainable organic vineyards from trusted growers in South Australia

Tread Softly



Moderate in Alcohol

A wine with the environment in mind

Australia's leading Lighter in Alc red wine brand, we plant a tree for every 9le sold. We aim to be the #1 recognised brand that supports sustainability in Australia

(250K trees already planted!)

Hero of Zero



Preservative Free

No added 220, Vegan Friendly

Australia's fastest growing preservative free brand our wines are about quality without compromise. They sing without the addition of preservatives. Say no to 220!

Plus & Minus



Zero Alcohol

A wine + the Antioxidants – the Alcohol

Contemporary wines developed to be richer in antioxidants, minus the alcohol, crafted to support the growth in consumers seeking wines more tailored to their lifestyle

FOB Pricing and Range assortment available on request



Note: The above sales claims were current at the time of printing the individual brand trade presenters. For the most current sales performance in Australia please don't hesitate to contact us

Additional Australian & International brands:

All International brands available direct from Country or Origin

Other Australian	Wine in Cans	French	Spanish	Italian	Argentinian
					
<p>On Trend additions Brands that fit the modern occasion</p>	<p>Bottle Quality With the convenience of being in a Can</p>	<p>Generous & Approachable Inspired by the classic French Bistro</p>	<p>Modern Spanish Bringing the fire & Passion of Spain to life</p>	<p>Northern Italy Sourced from two of the finest appellations</p>	<p>Contemporary & fruit driven Sourced from a single high altitude vineyard</p>
<p>An exciting extension of on trend brands that can be used for retailer exclusives, E-Commerce or HoReCa listings</p>	<p>250ml can, perfect for those not wanting to waste a bottle. No wastage, no breakage, min. 2yrs (up to 5yrs) shelf life. Quick to chill, versatile & don't take up a lot of space in your fridge!</p>	<p>Le Chat Noir, Australia's No1 European Market-wide Brand above \$15. The wines are classically French in style, generous, food friendly & full of character.</p>	<p>Australia's No1 Spanish Market-wide Brand above \$13. The wines deliver rich & approachable, fruit driven flavours.</p>	<p>A contemporary Italian brand that delivers classic styles with freshness and flavour. Maretti is the progressive representation of Italy's evocative north-west.</p>	<p>There's nothing more distinctive than a Malbec from Mendoza. created in partnership with 3rd gen. Mendoza winemaker Jorge Daniel Falasco. Perfect with a big chunk of barbecued beef!</p>

(YTD July Aztec sales 2020)

(YTD July Aztec sales 2020)

FOB Pricing and Range assortment available on request



Note: The above sales claims were current at the time of printing the individual brand trade presenters. For the most current sales performance in Australia please don't hesitate to contact us



If you are interested in finding out more about these wines or any of our other brands, including our international range please don't hesitate to contact us:

Fourth Wave Wine
Suite 22, Level 1, OTP House,
10 Bradford Close, Kotara NSW 2289

tel: 1300 778 047

email: export@fourthwavewine.com.au

www.fourthwavewine.com.au