The Mission

To become a category leader within the premium Australian segment.
THE OPPORTUNITY

1. Our **new volume entry** into the Australian category.

2. Compliment our existing supplier partners and complete PBI’s Southern Hemisphere solution.

3. A brand ideally positioned to become a **leader in the premium Australian segment**, with a focus on off-premise opportunities.

4. Gives New World portfolio further credibility and additional potential within wholesalers.
ABOUT AUSTRALIAN WINE
History of Australian Wine

1788 - Vines first arrive in Australia.

1825 - James Busby – widely regarded as the “father” of Australian wine – becomes involved in viticulture. Later in 1831 he went to Europe and collected 650 varieties.

1828 - The Hunter Valley becomes the first established commercial wine region in Australia.

1840 - By the 1840’s viticulture was established by Italians in Riverina, Swiss in Victoria, Dalmatians in Western Australia, and Lutheran Germans in South Australia, particularly the Barossa and Clare Valleys.

1854 - The first wine exported to the United Kingdom.

1901 - The Federation of Australia established.

1950s - Aussie wine industry thrives & wine consumption grows as European immigrants bring new skills and techniques.

1980s - Aussie wine infiltrates other export markets beyond Britain.

1990s-2000s - Intense, concentrated examples of Shiraz, Grenache, and red blends dominated the Australian fine wine story.

Today - The Australian wine industry exports $2.1 billion a year to the international market.
Large Country with a Varied Climate

- Climate varies due to the country’s size – land mass is almost equal to that of the US and considerably larger than Europe.

- Victoria & South Australia experience winter-spring rainfall (June to November), a dry summer and an early autumn. Irrigation is important in summer due to lack of rain.

- Queensland and New South Wales more tropical with moderating local climatic influences – with a more even rainfall pattern, higher temperatures and higher humidity.
Australian wine represents 8% of total US wine sales*

6.1 billion glasses of Australian wine were consumed globally in 2015**

Aussie wines tend to have a confident, user-friendly style reflecting the national character***

2,000 Australian wineries, many concentrated in Australia’s southeast corner*

Australian viticulturalists are developing advanced trellis systems and canopy management*

Over 100 grape varieties planted*

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* www.wineaustralia.net.au  
** Wine Australian Export Report 2016  
Today’s Australian Wine Category

2nd largest wine import category, behind Italy and #1 at retail*

11.46 million 9L EQ Australian wine in last 12 months v. 13.40 million 9L EQ from Italy**

* Gomberg Fredrikson Report, April 2017, Vol. 37, No. 4
** TTL US xAOC + Liquor • BA_NON_ALCOHOLIC(C) : ALCOHOLIC • Product Share Basis : TOTAL WINE
The Premium Australian Category is Growing

1. **Premium Australian wines imports >$10 growing consistently in both volume & value**
   - Australia exports to the US >$10 per liter FOB increased by 35% volume & 26% value*
   
   *Wine Australia Export Data, MAT 04/17*

2. **Increasing consumer and press interest in high-quality and regionally-specific Australian wines**
   - Positive reports from key wine media

3. **Premium Australian wines developing a perception of exceptional value to the consumer**
   - The average value of Australian wine exports to the US is at its highest since October 2009 (+12%)**

*Wine Australia Importer Update & Market Report, April 2017*

**Wine Australia Importer Update & Market Report, December 2016*
Recent Buzz on Australia

Wine Spectator

REDISCOVER AUSTRALIA
THE WINES AND PEOPLE LEADING THE WAY

Shiraz is Back
With American distribution finally catching up to Australia’s innovations, this varietal has been very successful and diverse, and the recent trend is more diverse and expressive than ever.

PUNCH

The Wonder from Down Under

The Wall Street Journal

Australian Wines, Once Down Under, Rise Again
After the Yellow Tail moment, Australian wines went from being some of the world’s most sought-after to the hardest to sell. Now, signs of a recovery are emerging. A guide to the best.
“Today, American interest in Australia’s middle-class and high-end wines is coming back… The best combine Australia’s beneficent climate, old, ungrafted vines and winemaking skill into modern masterpieces.”

Joe Czerwinski, Wine Enthusiast, January 2014
“Australians are putting their own spin on the many imported vine varieties that are becoming so popular with Australian vine growers...adding to the range of exciting wines made on the planet. “

“The [Wine Market Council] found that younger wine drinkers clamor for diversity in regions and styles more than ever. 46 percent of Millennials said they bought a bottle of Aussie wine in the past three months, up from 38 percent in the 2012 survey. “

Wine Spectator, February 2016
WHO IS MCGUIGAN?
McGuigan family name is synonymous with Australian wine making.

Four generations of McGuigans have made wine their life.

One of the most awarded wineries in the world.

Quality, consistency, value and innovation are hallmarks of the brand.

Current CEO Neil McGuigan’s winemaking philosophy is to make the wine the hero.
McGuigan produces the #1 selling bottled red wine in Australia – selling 50% more than its closest competitor.

McGuigan wines sold in over 40 countries worldwide.

The McGuigan brand grew by 19% versus last year in the Australian market.
AVL, Australian Vintage Ltd., is the McGuigan Umbrella Company.

5 distinct wineries that process nearly 10% of Australian annual crush.

Annual revenues of $200M+ / Over 11M 9L sold annually.

Listed on the Sydney Stock Exchange.
McGuigan is synonymous with Australian Winemaking, and its roots run deep

1880
Owen McGuigan arrives in Hunter Valley. He works the vineyards to supplement his dairy farm income, laying the family’s foundations.

1930-1950
Owen’s son Perc works his way up from tending vines to managing a major Hunter Valley winery. He sets the standard for generations of McGuigans to come.

1960-1980
Perc’s oldest son Brian and Brian’s wife Fay create the Australian wine’s new wave, bringing a fresh approach to winemaking. Brian becomes a champion of the wine consumer.

1992-1999
Brian, Fay and younger brother Neil create McGuigan Wines as we know it today. The trio are a driving force, breaking into 20+ export markets. They share passion, dedication & unwavering commitment to quality.

1999
McGuigan makes its second home in the Barossa Valley.

2007
In recognition of his role shaping Hunter’s wine success, Perc McGuigan is inducted as a Hunter Valley Living Legend.

2009
A landmark year for McGuigan Wines with global recognition. Awards that year included International Winemaker of the Year*, Australian Producer of the Year*, and White Winemaker of the Year**.

2012
Neil McGuigan recognized as White Winemaker of the Year for the second time in four years.

Today
McGuigan Wines’ success continues: crowned International Winemaker of the Year at the prestigious International Wine & Spirits Competition in London for a record fourth time – a world first!

**International Wine Challenge 2009 London
Neil Mcguigan: Chief Winemaker & CEO

- Fourth generation of Hunter Valley winemakers
- 30+ years’ experience in the wine industry
- Passionate about delivering innovative, quality wine to consumers all over the world
McGuigan Wines the 4X International Winemaker of the Year!

- Crowned at 2016 International Wine & Spirits Competition (IWSC) in London

- The only winery in the competition’s 47-year history to win the title FOUR times!

- Also named 2016 ‘Producer of the Year’ and title of ‘Australia’s best winemaker’

- IWSC is the premier competition of its kind anywhere in the world
Langhorne Creek

- Less than an hour southeast from Adelaide
- First planted in 1860 and considered one of the best-kept secrets in Australian wine
- Warm climate tempered by onshore southerly winds, which reduce sunshine hours and overall summer temperatures
- Fertile soils are predominantly deep, alluvial sandy loams that vary in color from red-brown to dark grey, with patches of black, self-mulching clays
Clare Valley

- Sits 85 miles north of Adelaide in South Australia
- First vineyards planted and wines produced in the early 1840s
- Cold wet winters with hot dry summer days and a mean temperate of 71°F
- Altitudes between 950 and 1,640 feet
- 11 different soils including broken slate and limestone subsoils
Eden Valley

- In the hills above the Barossa, Eden Valley is one of Australia's premier cool climate wine regions
- A wine making history dating back to 1847
- Home to some of the world's oldest Shiraz and Riesling vineyards
- Altitudes between 1,240 and 1,800 feet and average seasonal rainfall of 280mm
- Varied terrain, but the most common soils are grey to brown, and from loamy sand to clay loams
South Eastern Australia

- Encompasses vineyards in the states of Victoria, South Australia, New South Wales and Tasmania
- Gives McGuigan winemakers access to fruit from a broad spectrum of climates across vineyards
- Both dry-grown and irrigated vineyards
- Enables consistent quality and style from vintage to vintage
Multi-Regional Sourcing throughout South Eastern Australia
Results in Best Possible Wine

<table>
<thead>
<tr>
<th>Flexibility</th>
<th>Consistency</th>
<th>Best Quality</th>
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<tbody>
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<td>An enviable level of control over the style, quality and value of wine.</td>
<td>Australia sees diverse climates, soils, and water access; climate change exacerbates the extremities.</td>
<td>Highest quality grapes from premium terroirs.</td>
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<td>All viticultural and vinification decisions based solely on producing the best quality wines.</td>
<td>Best components from each terroir selected for consistent quality &amp; style across vintages.</td>
<td>Take advantage of the best from each region.</td>
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<td>Selection of grapes from specific terroirs to blend.</td>
<td>Can be nimble, adjusting selection based on desired stylistic outcomes.</td>
<td>Ability to produce a particular ‘style’ using regional diversity and blending creativity.</td>
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Renowned for Sustainability, Efficiency and Environment-Friendly Winemaking

- 11% of total energy consumption from solar panels
- Recently reduced carbon emissions by 1,200 tons per year
- All water used on-site is utilized to minimize its effect on the environment
- Waste water treated and then irrigated for use through vineyards
The Philosophy
SRP – $125

Handmade Shiraz
SRP – $40

The McGuigan Brand Hierarchy

Varietals:
- Shiraz
- Red Blend
- Cabernet Sauvignon
- Chardonnay

Approx. 70% of Total AUS wine retail sales is represented by these 4 types

The Plan

Varietals: Shiraz | Red Blend
Cabernet Sauvignon | Chardonnay

Approx. 70% of Total AUS wine retail sales is represented by these 4 types
IN AN ONLINE CONSUMER TEST, “THE PLAN” WAS FAVORED AGAINST ALTERNATIVE BRAND DESIGNS & EXISTING CATEGORY LEADERS

Tested well across all audiences:
Millennial & Gen X • All geographies • Suburban and urban

Label and package considered “most attention grabbing” compared to established category leaders and disrupters, 19 Crimes & Insurrection

Label images and label colors scored well with consumers v. a range of competitors

Perceived as a premium, more expensive wine.
Heavy Bottle Stock

Classic Claret & Burgundy style bottles

Stelvin closure for freshness & consistency

Reversed tapered shoulders
Foil details

Integrated Tasting notes

Blueprint design

Glossy embossed elements

Incorporation of color for subtle differentiation among SKUs
The Plan Chardonnay 2016

100% Chardonnay

**Aroma:** Lemon curd and green apple

**Palate:** Fruit aromas become richer on the palate and combine with flavors of red apple and vanilla. Hint of creaminess with a crisp finish.

**ANALYSIS**
- **Alc.:** 12.5%
- **RS:** 9 g/L
- **pH:** 3.35
- **TA:** 5.5 g/L

The Plan Cabernet Sauvignon 2016

100% Cabernet Sauvignon

**Aroma:** Dark plum, black cherry and currants

**Palate:** Plum and black cherry flavors combine with vanilla, toast and baking spices, culminating in a long, elegant finish.

**ANALYSIS**
- **Alc.:** 13.4%
- **RS:** 13 g/L
- **pH:** 3.50
- **TA:** 6.10 g/L
The Plan Red Blend 2016

Aroma: Ripe red berries

Taste: Red and black berries are on the forefront against a rich backdrop mocha, spicy wood, and vanilla. The finish is ripe and round.

ANALYSIS
Alc.: 12.5% RS: 23 g/L pH: 3.55 TA: 5.8 g/L

The Plan Shiraz 2016

100% Shiraz

Aroma: Dark berries and plum on the nose

Taste: This is the epitome of Shiraz, with characteristics of blueberry, plum, and blackberry. A hint of cracked pepper combine with juicy flavors of blueberry pie and sweet toasty oak leading to a long finish.

ANALYSIS
Alc.: 13.2% RS: 12 g/L pH: 3.40 TA: 6.1 g/L
New Twelve-Pack Shippers
Competitive Set: McGuigan The Plan

$11.99 SRP
Deep Deal $10.99

https://www.wine-searcher.com/
McGuigan Icon Wines

Two **standout, flagship wines** from McGuigan that champion the best of Australia’s regionality and showcase the family’s winemaking heritage.

- Offers a “halo effect” over portfolio
- Gives McGuigan name additional credibility
- Opens doors to fine dining
- Gets the McGuigan name in front of sommeliers & top restaurants
- Press opportunities and scores
Hand Made Shiraz 2013
Region: Langhorne Creek

Hand crafted, limited edition wine that is the pinnacle of the McGuigan portfolio of wines.

Sourced from deep alluvial sandy loam soils.

Classical structure. After crushing, fruit cold steeped for three days in a small open vat. Wine left in oak for 18 months before bottling.

Color: Deep crimson

Aroma: Initial pepper aroma followed by wild fruits and vanilla.

Palate: A rich, full-bodied wine with mix of dark cherries, plum and spice. Powerful wine that finishes with delicate savory notes.

ABV: 14.27%
The Philosophy 2013

Region: Clare Valley, South Australia

McGuigan Family’s iconic wine; limited release & super premium. A result of over a decade of dedication, requiring vision, strength, passion and drive.

Aged in French and American oak for two years prior to bottling.

Cabernet sourced from Seven Hills area of Clare Valley; Shiraz fruit from the slightly warmer area of Auburn in Clare Valley’s southern edge.

**Color:** Deep crimson with hints of purple

**Aroma:** Lifted aromas of cassis and blackberries with subtle hints of dry herbs

**Palate:** Full-bodied with deep layers of cassis, blueberries and plum and great depth and lingering concentration held together with velvety tannins.

**ABV:** 14.5%
**Competitive Set: McGuigan Icon**

*Average retail prices from Winesearcher.com*

- **McGuigan “Hand Made”** $40
- **d’Arenberg “Dead Arm”** $53
- **Peter Lehman “Stonewall”** $60
- **McGuigan “Handmade”** $125
- **Henschke “Hill of Grace”** $568
- **Torbreck “Runrig”** $194
- **Penfolds “Grange”** $550
- **Yalumba “The Caley”** $250
- **Clarendon Hills “Astralis”** $235