



media release & photo opportunity

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Wine Bottling Study

A significant feasibility study into a centralised bottling, warehousing and distribution facility to service the North East Victorian Wine Region has been jointly undertaken by the Australian Alpine Valleys Agribusiness Forum, The Rural City of Wangaratta and a wine industry working party.

The results of the study, which was fully funded by Regional Development Victoria, have been positively received by wine industry leaders throughout the region and will now be progressed to an expression of interest process to identify potential investors and/or operators for the facility

The study report has highlighted a number of potential areas of benefits both financial and operational, not least of which is the ability for the wine makers to concentrate on their core business of making wine, rather than the logistical challenges of warehousing and distribution.

The other areas of benefit include cost savings in power, labour, water, bottles and other dry goods but the most significant savings will be in the transportation of the wine where it is estimated in excess of \$2 million worth of costs can be reduced within the supply chain enabling the industry to reduce unit costs and enhance their ongoing viability.

According to winemaker Sam Miranda, "The facility is a great opportunity for the North East wine industry to get together and become more competitive in the marketplace. There is a rapidly changing marketplace out there, greater local demands placed upon us by the larger supermarkets and also in a global market. The facility could potentially allow us to enter new larger markets, but the end of the day, it is about the cost savings."

Following the expressions of interest process, the responses will be reviewed and the wine industry will evaluate them and decide the next course of action for this exciting project.

For more information contact Lachlan Campbell on 0419 243 225

Photo Caption : Peter Long (AAVAF Steering Committee Chair), Sam Miranda (Sam Miranda Wines), Graham Nickless (RCOW, Economic Development Officer) and Lachlan Campbell (AAVAF Manager – Sustainable Agribus Develop)