



Thorn-Clarke Brand Presentation

February 2013

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Barossa Wines · Australia

Company Background

- Family owned by David Clarke (father & Chairman), Cheryl (mother), Sam (son & CEO) and Nicole (daughter & Asia ambassador) and founded in 1987
- 5th generation grape grower in Thorn family (Cheryl's family line)
- Winemakers since 1998
- David is a geologist, businessman and a mining entrepreneur (gold, oil & gas), and has been involved in the wine industry preceding the establishment of Thorn-Clarke as Chairman of Australian Vintage (1992-1997)



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Brand Position

- Thorn-Clarke have built a well established and high-profile brand in Australia, available in many prominent on-premise accounts, across national independent retail and through the major grocers
- In Australia the brand is positioned in the super premium AUD\$16+ to ultra premium AUD\$60 wine segment
- There is an acknowledged consumer awareness of the brand, its Barossa provenance and reputation for high quality red wines



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Milestones

- 1987 First plantings on Barossa floor at Kabininge Vineyard (33ha)
- 1997 Cool climate Eden Valley planted at Mount Crawford (38ha) and Milton Park (100ha). A further 103ha planted at St Kitts, in the north of the Barossa Valley
- 2002 Thorn-Clarke brand launched in Australia
- 2003 Thorn-Clarke brand launched in Europe, Asia, USA & Canada
- 2004 Parker gives Shotfire Shiraz 92 pts & Shotfire Quartage 94pts
- 2005 Awarded Business SA Exporter of the Year Award, Shotfire Quartage awarded best wine at the Adelaide Wine Show
- 2006 Sales doubled in 3 years – brand building scale and reputation
- 2007 Built 2,000t winery at Angaston, Barossa
- 2008 Rated a 5 star winery, the highest rating in James Halliday winery classifications
- 2011 Helen McCarthy, renowned winemaker joins Thorn-Clarke
- 2012 Thorn-Clarke 10th anniversary of brand



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Provenance

- Estate grown fruit from Eden & Barossa Valleys – both regions forming the GI Barossa (appellation)
- *Shiraz, Cabernet Sauvignon, Merlot, Nebbiolo, Malbec, Petit Verdot, Pinot Gris, Riesling & Chardonnay*
- 136ha/299acres on Barossa floor (elevation 200m) and 138ha/304acres in the adjacent hills of the Eden Valley (400-600m), some 274ha or 600 acres in total plantings
- Barossa floor produces richer concentrated wines while Eden Valley produces elegant, varietal, and savoury wines, more suited to cool climate varieties
- Grown, vinified and bottled by the estate owner in the Barossa



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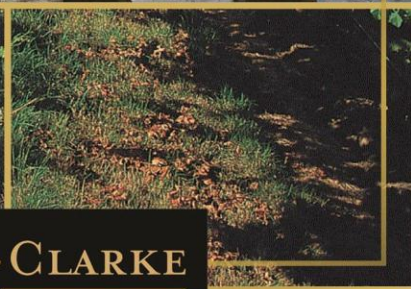
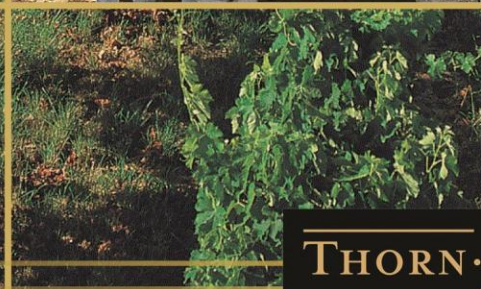
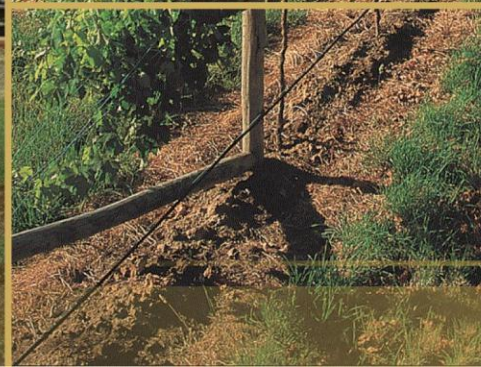
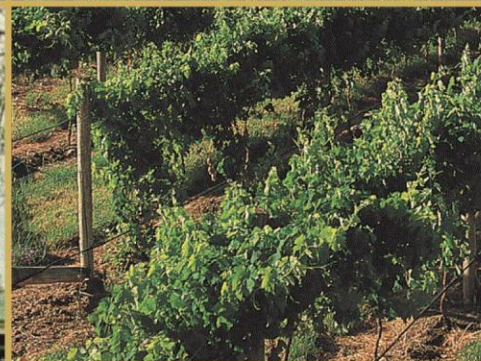
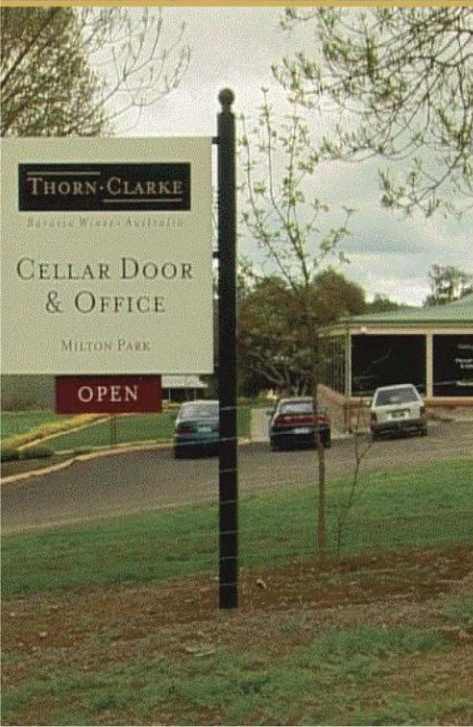
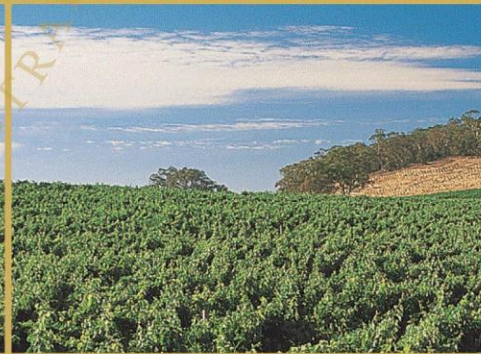
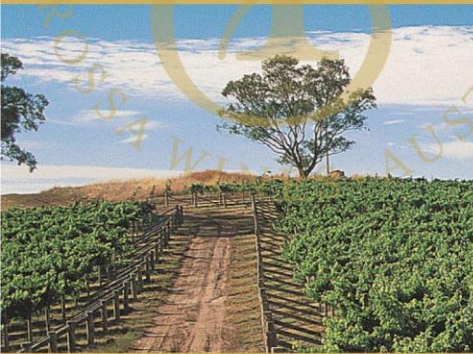
Descriptors of Thorn-Clarke & its Culture

- Sustainable
- Premium Barossa
- Scale
- Business Acumen
- Market Focused
- Flexible
- Good People
- Motivated



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Product Range

- *Thorn-Clarke Estate Grown Barossa / Eden Valley*
Sandpiper (Barossa Reds: Shiraz, Cabernet Sauvignon, Merlot)
(Eden Valley Whites: Riesling, Chardonnay, Pinot Gris)
- *South Australian Range*
Cool Woods (Range of South Australian Reds and Whites)



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Product Range



Core Range



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Product Range



South Australian Range



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Accolades

Wine Spectator

2010 Shotfire Shiraz – 90 Points – 2012
 2006 William Randell Shiraz – 93 Points – July 2009
 2008 Shotfire Quartage – 90 Points – March 2011
 2010 Sandpiper Riesling – 90 Points – June 2011

London International Wine Challenge

2005 William Randell Shiraz – Silver – 2008
 2004 William Randell Shiraz – Silver – 2008
 2008 Shotfire Shiraz – Silver – 2010
 2005 Shotfire Shiraz – Silver – 2008
 2005 Shotfire Quartage – Silver – 2008
 2008 Sandpiper Shiraz – Silver – 2010
 2008 Sandpiper Cabernet Sauvignon – Silver – 2010
 2005 Sandpiper Cabernet Sauvignon – Gold & Best in Class – 2008
 2008 Sandpiper Pinot Gris – Silver – 2010
 2005 Sandpiper Pinot Gris – Bronze – 2007
 2004 Sandpiper Pinot Gris – Silver – 2005
 2010 Sandpiper Riesling – Silver – 2011
 2009 Sandpiper Riesling – Bronze – 2010
 2004 Sandpiper Riesling – Gold & Best in Class – 2007

Mundus Vini

2009 Shotfire Shiraz – Gold – 2011
 2004 Shotfire Shiraz – Gold – 2006
 2009 Shotfire Quartage – Gold – 2011
 2007 Shotfire Quartage – Silver – 2009
 2008 Sandpiper Shiraz – Gold – 2009

James Halliday

- 2010 William Randell Shiraz – 97 Points & Top 100 wines of 2012
- 2008 William Randell Shiraz – 95 Points – Wine Companion 2012
- 2006 William Randell Shiraz – 94 Points – Wine Companion 2010
- 2005 William Randell Shiraz – 94 Points – 2009
- 2009 Shotfire Shiraz – 94 Points – *Wine Companion 2012*
- 2006 Shotfire Shiraz – 90 Points – 2009
- 2004 Shotfire Shiraz – 95 Points – 2006
- 2009 Shotfire Quartage – 95 Points – June 2011
- 2008 Shotfire Quartage – 92 Points – Wine Companion 2012
- 2006 Shotfire Quartage – 94 Points – 2009
- 2004 Shotfire Quartage – 94 Points – 2006
- 2010 Sandpiper Shiraz – 90 Points – 2012
- 2010 Sandpiper Merlot – 91 Points – June 2011
- 2009 Sandpiper Merlot – 90 Points – Wine Companion 2012
- 2007 Sandpiper Cabernet Sauvignon – 91 Points – Wine Companion 2010
- 2006 Sandpiper Cabernet Sauvignon – 90 Points – 2010
- 2007 Sandpiper Merlot – 90 Points – Wine Companion 2010
- 2010 Sandpiper Pinot Gris – 90 Points – Wine Companion 2012
- 2010 Sandpiper Riesling – 92 Points – August 2010
- 2009 Sandpiper Riesling – 94 Points – 2009
- 2008 Morello Nebbiolo – 90 Points – Wine Companion 2012

Wine Advocate – Best Buys Parker

- 2006 William Randell Shiraz – 91+ Points – Issue 186, December 2009
- 2004 William Randell Shiraz – 91 Points – 2006
- 2010 Shotfire Cabernet Shiraz – 91 Points – Issue 201, July 2012
- 2010 Shotfire Shiraz – 90 Points – Issue 201, July 2012
- 2009 Shotfire Quartage – 90 Points – 2011
- 2008 Shotfire Shiraz – 90 Points – 2009
- 2007 Shotfire Shiraz – 92 Points – 2008
- 2006 Shotfire Shiraz – 91 Points – 2007
- 2005 Shotfire Shiraz – 91 Points – 2006
- 2004 Shotfire Shiraz – 92 Points – 2005
- 2006 Sandpiper Shiraz – 90 Points – 2007
- 2005 Sandpiper Shiraz – 91 Points – 2007
- 2004 Sandpiper Shiraz – 89 Points – 2005
- 2004 Sandpiper Cabernet Sauvignon – Best Buy – 2005
- 2007 Sandpiper Merlot – 89 Points – 2008

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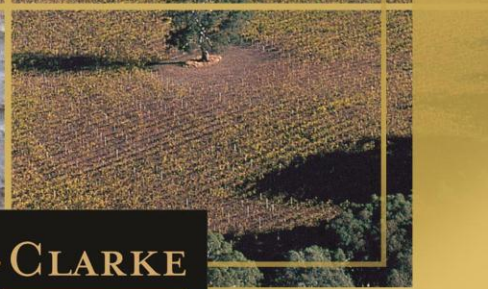
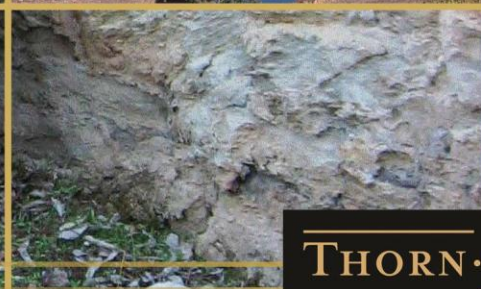
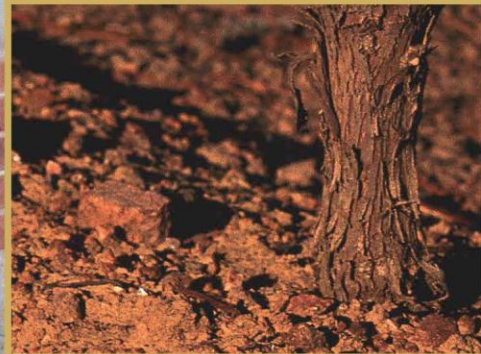
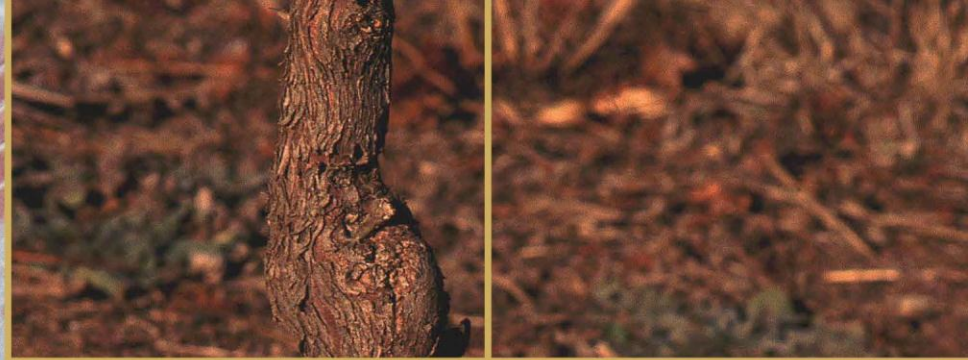
Global Performance

- Sales of 133,000 cases (9Litre) in 2011
- Recognition of quality evident in international media and wine show results (London International Wine Challenge, Robert Parker, Mundus Vini, Decanter and others)
- Extensive network of international importers
- Continued export sales growth despite \$AUD strength



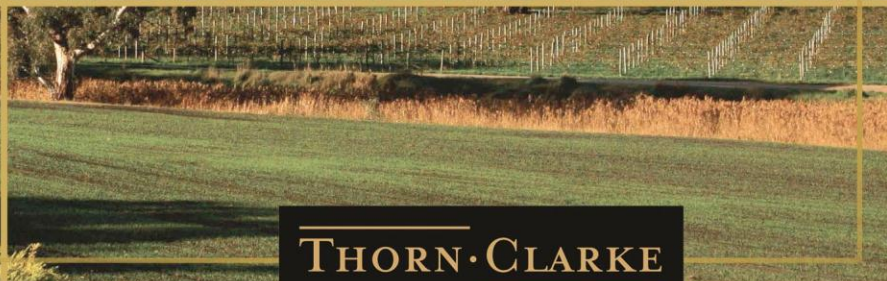
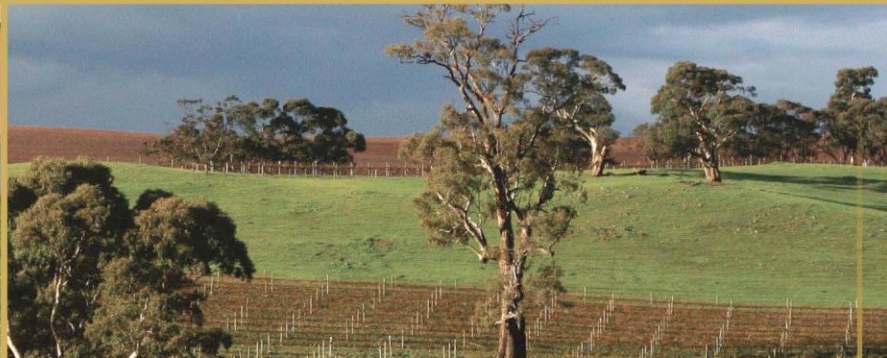
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Who's Who at Thorn-Clarke?



David Clarke
Chairman, Owner



Sam Clarke
CEO, Owner



Cheryl Clarke
Owner



Nicole Clarke
Asia Ambassador, Owner



Ben Chapman
Sales & Marketing Manager



Helen McCarthy
Chief Winemaker



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How to get in touch with us at Thorn-Clarke?

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