

# The new face of Peter Lehmann Wines is..... Peter Lehmann



In late May, Peter Lehmann Wines general manager, Jeff Bond, announced to the industry that following a long and successful partnership with Samuel Smiths and Sons, Peter Lehmann Wines were to forge a new path that included a new distribution agreement with Four Seasons Fine Wines and a 'yet to be announced' new and exciting direction for the iconic South Australian brand that so epitomises the heart of the Barossa Valley and a rich winemaking history. Just last month the new look and feel for the brand was launched with the release of the 2009 Portrait Shiraz in its new packaging.

Peter Lehmann Wines distribution agreement with Four Seasons Fine Wines, owned by the Rathbone Wine Group, has paved the way for a period of change for the Barossa Valley based wine company. In the companies' own words it "will strengthen our links with key customers and enable us to better adapt to the changing wine market".

The new agreement is based around Peter Lehmann Wines expanding its independent and on-premise sales channels through Four Seasons Fine Wines, while also allowing them to build direct relationships with national accounts.

Jeff Bond said: "We're delighted to embark on the next phase of Peter Lehmann Wines' growth with the dynamic and energetic team at Four Seasons Fine Wines. The market is rapidly changing and Four Seasons Fine Wines offers us a unique opportunity to establish closer ties with specialist retailers and restaurants which will ensure the continued success of the Peter Lehmann Wine brand."

Coinciding with the new distribution agreement is an evolutionary update to the brand with new iconography honouring the original promise of Peter Lehmann, and a restructured family of wines.

Peter Lehmann Wines' global marketing manager, Paul Turale said the brand "refresh" is the most significant since Art Series Queens were introduced in the mid-90s.

"The Peter Lehmann Wines range, as it currently stands, is the result of organic growth over the past 30 years," Turale says. "To present clearly our existing wines, and set the platform for new releases, we need to strategically guide the next stage of growth and draw on our strengths, in particular the unique stories behind the brand."



The common thread to all the stories is Peter Lehmann himself; the strength of the brand has steamed from not only the quality of the wines, but the classical position Peter Lehmann holds in the Australian wine industry – his word was the basis upon which he built the business and indeed was a part of the success enjoyed by many in the Barossa Valley. The brand message of ‘the promise’ supports the heritage.

“It was logical to link the new iconography back to him. This has been achieved with a depiction of his silhouette, which will now feature on labels across the family of wines,” continued Turale.

The range has also been revised to give each tier a distinct personality in line with the wines. From accessible to icon, the restructured brand tiers are: Art Series; Portrait; Futures; Masters and Stonewell.



Three new tiers – Portrait, Futures and Masters – have been created to clarify the positioning. Portrait represents the original Peter Lehmann Wines offer of Barossa Valley Shiraz, Cabernet Sauvignon and Eden Valley Riesling. Futures consists of three Shiraz-based wines sourced from some of the best available Barossa vineyards; and Masters showcases the honing of the craft over the years, with aged versions of the original varieties – Wigan Riesling, 8 Songs Shiraz, Mentor Cabernet plus the Margaret Semillon.

Chief winemaker Andrew Wigan – who has been with Peter Lehmann since the business started – welcomes the brand refresh, and the clarity it gives the range. “In the glass, the wines are recognisably Peter Lehmann and all that he stands for. Now there can be no confusion on the shelf they are too,” Wigan said. The new packaging roll out started last month. The first wine to wear the new label is the 2009 Portrait Shiraz – a wine Wigan calls “the heart of Peter Lehmann.”

