



***“Share the fun, fun to share”***

### **Brand History**

Four Sisters romance with the grape began in the mid 90's. Inspired by his four beautiful daughters, renowned Australian Winemaker Trevor Mast set about creating a wine that was stylish, sophisticated and modern, a reflection of our world today.

It was Trevor's desire to create a range of wines that his daughters could enjoy with their friends and which the younger generation of wine drinkers could relate to and embrace.

His eldest daughter Daliah, an emerging artist, wished to contribute by designing the label. The dramatic silhouette she created became the obvious centrepiece and the Four Sisters brand was born.

The Sauvignon Blanc in the range was one of the first of its kind on the market and was one of Australia's leading easy drinking styles.

The wines are the epitome of sophisticated fun. It's about catching up with friends for good times, good stories and of course, great wine. It's about sharing old memories and creating new ones .. It's simply about being together.

For more brand and product information please refer to our website: [www.foursisters.com.au](http://www.foursisters.com.au)

### **Label Requirements / Things to consider**

- **Complete brand makeover: refreshed packaging design**
- Inspiration for consumers to see the brand in a new light
- Brand Name: **Four Sisters**  
*Potential to incorporate a play on words; 'For Sisters' etc.. creative suggestions are encouraged.*
- To maintain part of the existing brand / logo imagery, (either the text or image, not necessarily both) as a full revamp is required overall
- Funky, fun, refreshed, energetic and modern package
- Celebrating womanhood with style, attitude and credibility
- Stylish, playful and confident presence
- To be perceived as an active lifestyle brand
- Want our target market to relate to the brand
- An entry level wine offering – approx. \$10-15 RRP

## **Varietals**

- 8 x varietals in the range; label could have slight adjustments to differentiate varietals, but with the same core branding / messaging. Wine styles will always have fresh, varietal character with fruit dominance and a “drink now” appeal. Value for money wines.

## **Target Market**

- Core Target Market: 20 – 35 year old females, confident and who consider socialising as an important part of their lifestyle
- Secondary Target Market: Loyal female demographic of 35+ year olds