

ESTD. 1984

# MOSS BROTHERS

MARGARET RIVER WINES

*The Essence of Margaret River*

**Moss Brothers of Margaret River have just released their stunningly refreshed livery and outstanding new range of wines.**

Now available exclusively from the Wine Insights distribution network, the Moss Brothers wines are set to reclaim their position as one of the pre-eminent Margaret River brands.

Innovative & talented West Australian designer, Bruno Charpentier from Ink Tank design was engaged to reinvigorate the full livery including logo, labels and branding. Inspired by the rich heritage of the Moss family and their extensive winemaking history, Bruno has created an exciting new pack that captures the essence of Margaret River with distinctive eye catching imagery that will resonate with discerning consumers in Australian and international markets.

David Palmer, GM Sales & Marketing for Wine Insights commented that "in a lifetime of selling great wines, rarely have I seen a new design that evokes such a positive & vibrant visual connection as this range. We are thrilled to be associated with the Moss family and honoured to bring this much loved brand to a new generation of wine lovers. Moss Brothers wines have some of Margaret River's finest since their first vintage in 1984 and with this sophisticated new look and elegant, stylish wines in the bottle, this new range is a winner "

Initial trade reaction has been overwhelming with several independent retailers saying these wines are amongst the best value Margaret River wines they have tasted in recent times.

**The new Moss Brothers Margaret River range features**

**2014 Chardonnay**

**2014 Semillon Sauvignon Blanc**

**2013 Cabernet Merlot.**

Approximate retail price will be \$20.00 per bottle.

The new look Moss Brothers of Margaret River wines will be available only to independent fine wine retailers and selected premium restaurants.

For trade enquiries please contact

**NSW Sales Manager:**

Ian Sunderland - 0448 073 610

**Victoria Sales Manager:**

Dennis Coultard - 0438 269 312



[www.wineinsights.com.au](http://www.wineinsights.com.au)