

# Accolade Wines unveils new gifting range to boost trading-up

By **Jas Ryat** on May, 17 2017 | Spirits & Tobacco



Accolade Wines has launched a new gifting range in travel retail across three of its premium brands: Hardys from Australia, Flagstone from South Africa, and Mud House from New Zealand.

Designed to tap into the ever-growing gifting shopper mission, these exclusive retail-ready packs reflect the premium wines within, the company said.

“The combination of impactful design and quality materials aim to drive the wine category within the gifting mission and encourage shoppers to trade up,” it added.



The range encompasses six wines from three different countries of origin:

Eileen Hardy Shiraz and Chardonnay is available in a bright blue gift box that showcases the Eileen Hardy stamp and signature. Hardys Australian wines were originally launched in 1972 in honor of the Hardy family matriarch. The winemakers select hand-picked parcels of fruit from regions throughout Australia to carry the Eileen Hardy label.

Hardys Heritage Reserve Bin Cabernet Sauvignon and Chardonnay come in black (Cabernet Sauvignon) and white (Chardonnay) boxes, designed to be sleek and eye-catching. The award-winning Heritage Reserve Bin range seek to push the boundaries of winemaking through the cross-regional blending of hand selected grapes.



Flagstone Velvet has a vibrant purple gift box that represents the full-bodied wine inside. This full-bodied, deep ruby red blend showcases notes of cinnamon and spice, with a concentration of intense dark berries like mulberry and blueberry. With velvety tannins, the flavor burst of red berry and cherry has a hint of smooth dark chocolate.

Mud House Hill No.5 Single Vineyard Sauvignon Blanc is a travel retail exclusive, designed to highlight the brand's sponsorship of the British & Irish Lions for their upcoming tour of New Zealand. This tin aims to stand out with its bright red color and the nikau palm. The wine offers fruit concentration as tropical, citrus and green bean flavors fill the front palate, with an underlying crisp acidity.



Rupert Firbank, Commercial Director, Accolade Wines, said: “We are delighted to be introducing these new gift packs to travel retail. The industry revolves around gifting, so products like this are sure to be popular with our customers. Each gift box represents the brand it houses; the quality and innovation are evident in the way they look and feel, so we are confident that they will be a big hit for Accolade.”