Vinarchy set to unveil expanded global portfolio at TFWA WE

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Vinarchy – the newly formed global wine powerhouse – will make its official debut to the global travel retail industry at this year's TFWA World Exhibition in Cannes, showcasing for the first time its extended and enhanced portfolio following the recent acquisition of Pernod Ricard's Australian, New Zealand and Spanish wine operations (Yellow Village D26).

The unveiling marks a new era for Vinarchy, which emerged in April 2025 from the integration of Accolade Wines and the wine businesses acquired from Pernod Ricard by parent company Australian Wine Holdco Limited (AWL). With more than AU$1.5 billion in annual net sales, 1,600+ employees and 32 million 9L cases produced annually across 11 wineries worldwide, Vinarchy is now one of the largest specialist wine companies on the planet and is 100% dedicated to wine.

The company's new identity and ambitions will be reflected in a refreshed, contemporary stand design at TFWA World Exhibition, inspired by Vinarchy's positioning as a bold, innovative leader in the global wine category. The stand will also spotlight the breadth of its now-expanded portfolio, with a significant focus on global travel retail.

Among the world-renowned brands under the Vinarchy umbrella are:

- Hardys – the #2 Australian wine brand globally (IWSR 2024)
- Campo Viejo – the #1 Rioja wine brand in the world (IWSR 2023)
- Jacob's Creek – a top 10 global wine brand (GDS)

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- Stoneleigh, Brancott Estate, and Mud House – leading brands in New Zealand
- Fast-growing Australian favorites including Grant Burge, Jam Shed, and Petaluma
- Premium and fine wines from iconic estates including St Hugo, Orlando, Church Road, Ysios, and Tarsus.

The expanded travel retail portfolio, available from September 2025, positions Vinarchy as a major supplier of globally recognized wines to the GTR channel, offering customers and retailers an unparalleled breadth of choice, consistent quality, and trusted heritage.

“This is a defining moment for our wine business in global travel retail,” says Jeff Bond, Channel Director EMEA – Distributors & Global Travel Retail, Vinarchy. “With the integration of these exceptional brands, we now offer one of the most comprehensive wine portfolios in the channel, from entry-level favorites to premium and iconic wines with true global appeal. Travel retail is a critical brand-building platform for Vinarchy, and we see enormous opportunity to work with our partners to elevate the wine experience for traveling consumers.”

With innovation and customer-centricity at the heart of its mission, Vinarchy is backed by a long-term commitment from its investor base and designed for agility and global scale. The company is already investing in supply chain excellence, sustainability, and forward-looking category strategies that will support its travel retail partners in navigating the future of wine.

Visitors to TFWA World Exhibition are invited to experience the new Vinarchy stand and discover the company’s ambitious vision for wine in global travel retail.

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