

1 May 2018

Dennis Danaher  
Ouze River Wines

Dear Dennis,

As mentioned by telephone, I have now tasted the 2015 Chardonnay and 2015 Pinot Noir from Ouse River Wines.

For the Chardonnay, I found it had a great golden colour, full bodied with spicy buttery white peach, pear, almond and honeysuckle flavours, with great lingering length and a clean finish. It would go well with chicken and fish with creamy sauces, even a béarnaise sauce. All class and character. I would recommend a sell price of \$50, so based on your web site, it is great value for money. Drink now or keep up to 8 years.

For the Pinot Noir, I found a garnet red colour, medium bodied with toasty cinnamon flavours of red cherries, red currants and black currants with violets and hints of liquorice. Smooth soft tannins giving good mouth feel, good acidity and length. Fine and delicate texture. Refreshingly suave. I would recommend a sell price of \$40. It calls out for a char-grilled steak, and would also go well with duck breast with redcurrant sauce. Great drinking now, say 3 to 5 years after vintage.

I note you have a Reserve Pinot Noir - that would broaden out the available range if you could sell it for say \$70 per bottle.

For a marketing plan, I recommend setting up a cellar door on site, open by appointment only during the week and then say 11 am till 4 pm on weekends. The vineyard is on the route between Hobart and Tarraleah, Queenstown/Strahan and the Central Lakes district. It would be a perfect stop to take a break. You could work with the relevant hotels to get appointments set up in advance - taking cars to mini-bus groups of 6 to 8 people. So I suggest working with the luxury small group mini-bus tour companies. Once introduced, I am sure you will get repeat business via Internet sales, so offer by internet sale at the same price as cellar door with free freight around Australia.

You would only need a small cellar door - ideally offering charcuterie (for the Pinot) and cheese (for the Chardonnay) to broaden the experience. Ideally from a local producer.

I suggest you concentrate on selling the ULTRA COLD CLIMATE and overlooking the southwest wilderness mountains. This is an interesting proposition and a unique selling feature at a time when cool climate wines are in great demand.

I would also recommend a label re-design, concentrating on a local iconic symbol, in order to give the wines a more up-market image and a link to the local environment. Happy to help further in this redesign.

I wish you good luck with the project and would be interested to hear how it works out in the future.

If I can be of further assistance, please let me know.

Cheers,

**Neil Allanby**