

Introducing... QUEEN OF THE HIVE by PAXTON



PAXTON

QUEEN OF THE HIVE
RED BLEND
McLAREN VALE
2018

The Queen of the Hive produces the bees that play a vital role in pollinating the world's ecosystem. They are responsible for one third of the world's food supply. Bees only survive & thrive in chemical free environments, hence why our certified organic & biodynamic, estate vineyards in McLaren Vale are home to so many bees & their powerful, tireless Queens. This is a modern Vale red that blends Shiraz, Tempranillo, Grenache & Mataro to give a harmonious, medium bodied, soft and juicy mouth feel with hints of cinnamon, plum & cherries finished with silky elegant tannins.

PAXTON... WINES WITH LIFE since 1979.
Viticulturist: David Paxton



750mL

VEGAN FRIENDLY.
WINE OF AUSTRALIA.
PRODUCED BY PAXTON WINES,
SAND ROAD, McLAREN VALE,
SOUTH AUSTRALIA 5171.
CONTAINS MINIMAL SULPHUR.
14.0% ALC/VOL, 8.3 STD DRINKS.
WWW.PAXTONWINES.COM



BRAND STORY: The Queen of the Hive produces the bees that have a vital role in maintaining natural balance & eco health in our world. Bee's keep plants & crops alive through pollination and without bees, humans would struggle to survive. Bees only survive and thrive in chemical free environments, and this is why our certified organic & biodynamic, estate vineyards in McLaren Vale are home to so many bees, hives and their tireless Queens!

WINE STYLE: This innovative estate blend combines traditional Vale varietals of Shiraz and Grenache with new generational alternative varietals of the region such as Tempranillo & Mataro. This combination of old and new results in a luscious, fruit driven blend from the traditional varietals and the lighter bodied elegance and balance of the new alternative varietals, with a very subtle oak compliment. Fresh, lively, easy to drink modern red blend.

TARGET AUDIENCE: Our aim was to design a premium, modern, current, look & feel label that also had an eco, organic, sustainable consciousness to the product. And further embrace our bee-centric brand story. It is designed for the modern wine drinker which includes millennials, Gen Y&X, organic, eco, health & earth conscious consumers, who prefer fresh modern red blends that are lively and easy to drink.

PRICE POINT: With an RRP of \$20 this SKU will be Paxton's entry point range. The Core Range and the NOW Ranges are at \$25 RRP so this is one price point down. We have designed this product to over deliver in quality, style and packaging and we feel that it has great potential in both on and off premise.

Launching July 2020

RRP: \$25 LUC: \$15.05/ PROMO LUC \$12.79 (inc A&P support)

Paxton Wines is proud to announce the launch of our sustainable packaging, low carbon footprint platform for 2020. As one of Australia's leading organic, biodynamic and sustainable wine growers and producers, we felt it was fitting to further our dedication of our philosophies into our wine packaging and reduce our carbon footprint globally.

PACKAGING DETAILS: QOTH is bottled in lightweight Burgundy bottles (415 grams) 12 x Per Carton (14.4kg) and 64 per pallet

WILL BE CLOSING OUT THE GUESSER RANGE: in June 2020. We have pulled out our Sauvignon Blanc vineyards as they no longer suit the Vale terroir and also the Guesser Brand/Label no longer fits our new "Bee themed" brand story.