



Custom Wines

ABN: 96 960 933 739

PO Box 1019
Clearview SA 5085
Phone: 011 61 8 8261 7170
Fax: 011 61 8 8261 7172
www.customwines.com.au
markt@customwines.com.au

'DRINK OUTSIDE THE SQUARE'

COMPANY PROFILE

Custom Wines – THE COMPANY

Custom Wines commenced operations in 1998 from our principal office in Adelaide, South Australia. We are a licensed direct sales wine company, having been granted a Direct Sales Liquor License from the South Australian Liquor Licensing Commission in accordance with the Liquor Licensing Act 1997. We have obtained an Australian Export Licence which enables us to export wine products throughout the world and we are a registered company under the United States Food and Drug Bio-Terrorism Regulations. We provide quality throughout our operations, from pricing, ordering, label design, right through to delivery. We are proud to present a large range of high quality Australian wine to the world.

CORE BUSINESS

Since our implementation, Custom Wines has specialized in the production of individually designed, bottled wine incorporating custom design and private labeling for commercial, corporate or personal clients. Through a dedication to customer service, product quality and individual tailoring of our wines, our company has progressively grown. We now have a large number of Australian and International Clients. We also continually receive enquiries from overseas businesses seeking to import and distribute our wines.

Our core business still remains the production of individually designed and tailored bottled wine, including the ability to tailor our wines to specifically meet the needs of individual markets around the world. Our operations allow us the ability to easily adapt our wines and their presentation, giving us the ability to meet a diverse range of market requirements.

The structure and diversity of our production processes allow us to easily meet individual market trends and client requirements which can be best demonstrated in the following examples.

Custom Wines has recently signed an exclusive supply contract with a Bangkok company in which regular container loads of our own CustomCrest wine series will be delivered for distribution throughout Thailand. This particular market called for large volume distribution throughout the entire country of 5 varieties of light, delicate, red and white wines, specifically blended to meet the tastes of the particular market and attractively packaged with the CustomCrest label.

At the other end of the scale Custom Wines has also produced a "Signature Wine Series" for a private client in the United States of America dealing in retirement facilities. This client required a number of high quality, full bodied, red, white, sparkling and fortified wines privately labeled for distribution throughout its many facilities within the United States.

Custom Wines is now in a position where further growth is sought through the development of long term business relationships to facilitate the regular export of our wine products. To this end we have obtained the assistance of Austrade (Australian Trade Commission) under the New Exporters Program to assist in the development of new export market opportunities and the establishment of long term business relationships. With their assistance we have identified and recognized that our primary export opportunity and activities have been directed toward the Asian markets where it is has been shown that our wine products are well received. We therefore have developed a number of business relationships in this region and have successfully exported to Thailand, Hong Kong, Taiwan and Mainland China.

We continue to provide our specialist individual "Signature Wines" to our client in the USA and as a result of its success, have commenced negotiations with a number of other clients in the US for this particular service. As a result our wines are found in 5 Star Hotels, Casino's, Clubs, Pubs, Bars, Wine Bars, Restaurants, Bottle Shop's as well as Private Membership Establishments and Exclusive Facilities throughout the world.

STRATEGIC ALLIANCES

In addition to the family owned and operated vineyard located in the Clare Valley area of South Australia, we have developed a number of important strategic alliances with local South Australian Companies. Custom Wines has established relationships with boutique wine producers within South Australia and in particular the Barossa Valley, renowned as being one of the best wine producing areas in the world. This has allowed Custom Wines to develop individually tailored wines to the extent that it is now possible for specific wine types and styles to be ordered and produced according to individual client requirements and taste. Custom Wines also has access to shared properties including warehousing, bottling and packaging facilities. The bottling and packaging line in place are semi-automated with an approximate output of 1100 cases per day. We expect these facilities to be adequate for the company's needs for the next 2 to 3 years.

PRODUCTS AND SERVICES

As part of our continuous dedication to appropriate product development, Custom Wines representatives, with the assistance of Austrade, have traveled the world in preparation for regular export shipments to international markets. During this travel we have had personal meetings with business associates and discussed exporting opportunities as well as conducting wine tasting and research into wine styles best appreciated by individual markets. As a result we have made a commitment to commence the development of our own CustomCrest label with a view of this label becoming the entry point for our regular export shipments.

Custom Wines will continue to produce individually designed and labeled wine, however, the CustomCrest series will be the initial showcase wine for exporting until client requirements indicate otherwise.

UNIQUE FEATURES

Custom Wines is in the unique position of being able to produce our own, as well as source wine products from a number of growers, thus having the ability to constantly offer specifically tailored, quality products to the market place. We have the ability to change and adapt our products as required by the clients and not be tied to one or two products that may not adequately meet consumer requirements. We have the ability to provide market driven products and packaging in a timely manner without the need to re-establish expensive infrastructure for each shipment. In this manner we are able to provide an inexpensive, quality product individually tailored to meet client and consumer needs to markets throughout the world.

NEW AND FOLLOW-ON PRODUCTS

Using the worldwide knowledge, advice and assistance of Austrade we continue to assess and seek out new market opportunities suitable for our products. Custom Wines has chosen to enter the World markets with the CustomCrest wine label and varieties. We are, however, always ready and willing to respond to market requirements. In order to accommodate market requests we have the ability to deliver customized individually labeled and packaged wine products for commercial, corporate or personal use. With tailoring starting from the blending, bottling, labeling and right through to the final packaging – we provide a unique and enjoyable finished product.

Our clients benefit with lower prices because of our large production volumes – and with a re-order rate of nearly 100% the ‘just that little bit special’ service provided by the Custom Wines team is evident.

Yours truly,

Mark Thamm

Mark Thamm

Director
Custom Wines