

**HD Supply chain investment to secure wine future**

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National law **firm**, Hunt & Hunt Lawyers, recently advised 1847 Winery on the **purchase** of Yaldara Winery and brands from Australian Vintage, signalling confidence in global export opportunities for Australian wineries.

Marc Davies, the Hunt & Hunt Partner leading the **transaction** said, "Australian wine producers typically find distribution the most difficult aspect of their business, with the Australian dollar above historical levels and an oversupply of wine.

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"1847 Winery was different in that it already had a unique distribution model into foreign markets via over 30 **company** branded retail cellar door stores, but unlike many wine producers it lacked security in its supply chain."

John Curnow, CEO of 1847 Winery said, "The winery acquisition provides 1847 with the certainty that ownership of our own winemaking and storage facility brings.

"Our wines, whilst known and renowned in export markets, are relatively unknown in Australia. The Yaldara addition, with its prestigious cellar door facility, now provides an opportunity for greater Australian awareness."

Other recent deals evidence smart buyers are securing their supply chains to support their distribution methods into International markets.

But even the best intentions don't necessarily result in securing a winery, explains Davies. "Many negotiations never reach the deal stage."

"Acquisitions have the potential to stall if the negotiations are allowed to become drawn out or protracted, especially in the wine industry. To their credit, both parties took a **commercial** approach and we were able to finalise the Yaldara deal in just over two months."

Building the reputation of Australian wine domestically and internationally has been a strong focus for the Agribusiness industry. Hunt & Hunt Lawyers work together with grape growers and wine makers to provide strategic, **commercial** advice.

Davies added, "Australia's wine and food sector is extraordinarily well positioned to market in Asia and has seen major growth in demand. Our clients are adapting through strategies and activities to broaden market circles and increase trade."

About Hunt & Hunt

Established in 1929, Hunt & Hunt is a vibrant national law **firm** that delivers tailored legal advice to clients throughout Australia. Our broad client base includes not-for-profit organisations, large and small businesses, government (Federal, State and local), major insurance firms and private clients.

With eight offices across Australia, an office in Shanghai, we employ approximately 60 partners and 400 professionals. Confident in our technical abilities, we build relationships founded on a genuine interest in our clients, characterised by understanding and trust. We have the requisite experience, resources and reputation to support a range of complex legal matters.

Hunt & Hunt is currently embarking on a partnership with the Export Council of Australia (ECA) to determine Agribusiness needs and drivers in South Australia.

Wine industry experience

Acted for 1847 Winery on its acquisition of Yaldara Winery from Australian Vintage Limited

Advised on the establishment of two managed viticultural funds for Australia's then largest independent grape grower.

Acting for buyers and sellers of vineyards and wineries in the Barossa Valley, McLaren vale and Langhorne Creek regions.

Advising established wineries on maximising their intellectual **property**, including advising on copyright and trademark issues.

Acted for a **Chinese** food **company** in its \$120 reverse listing on the ASX.

Advising the Barossa Grape and Wines Association Inc. (BGWA) in relation to the preparation and negotiation of an agreement and other legal issues concerning the setting up of the Barossa wine school in Beijing.

Advising BGWA in relation to the setting up of the Barossa Trust Mark Inc. whose members are the BGWA, Food Barossa and Tourism Barossa.

Hunt & Hunt

Gateway

1 Macquarie Place

Sydney

NSW

2000

AUSTRALIA

Tel: 293913000

Fax: 293913099

E-mail: [Cscahill@hunthunt.com.au](mailto:Cscahill@hunthunt.com.au)

URL: [www.hunthunt.com.au](http://www.hunthunt.com.au)

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