



BACKGROUND ON XANADU WINES

Xanadu Wines Cinema Advertisement Contest 2012/13

History

In 1968, when John and Eithne Lagan arrived from Ireland, Margaret River was a quiet farming district with a Mediterranean climate, beautiful surf beaches, pleasant sea breezes and plenty of winter rain. The perfect place, the Lagans concluded, for growing grape vines. By 1977 they had planted the first vines in what is now one of the region's oldest vineyards. They named it Xanadu after the poem Kubla Khan by the romantic poet Samuel Taylor Coleridge.

Wines

Xanadu has been receiving extraordinary accolades for its wines particularly in the last few years. From trophy's and gold medals at major Australian wine shows to rave reviews from leading wine media to its most recent announcement of 'Australia's Best Wine' as part of an annual competition known as 'Five Nations Challenge'. Xanadu wines continue to go from strength to strength and produce wines of distinction.

For more information please visit our website www.xanaduwines.com

Target audience

- 20 – 45 years old
- 50% Male & 50% Female
- Large social networks and active lifestyles
- Interested in film, in particular cult, edgy and art house style films.
- Attend film festivals and outdoor cinema
 - St Kilda Film Festival, Rooftop Movies, Shadow Electric, Sydney Film Festival and Cockatoo Island Film Festival