

March 2023

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Fundraising Wine Information Pack

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WARNING: Under the Liquor Control Reform Act 1998 it is an offence:

• to supply alcohol to a person under the age of 18 years (Penalty exceeds \$6,000)

• for a person under the age of 18 years to purchase or receive liquor. (Penalty exceeds \$500)
Limited Liquor Licence No. 32052079. Subject to the provisions of the Liquor Control Reform Act 1998

Run a Fundraising Wine Drive

Bored with the same old fundraising ideas? The usual chocolates, lamingtons, doughnuts, calendars... no! What about a Wine Drive?

Sell wine with your own fundraiser label and make hundreds or even thousands of dollars profit.

Here's how...

NO UPFRONT PAYMENT required for a Wine Drive. Earn \$40 or more per dozen Fundraisers can make \$200 to \$2,000 profit or more, based on quantity sold Your own customised fundraiser label, plus colour printing - FREE* A fun and simple way to raise money for your club, school, charity or association.

Your own fundraiser custom label goes here







How to run a Wine Drive: 2 easy Ordering options:

1. Paper-based Ordering

Good for fundraisers with a local base. Small orders (from 1 bottle) possible. All wine delivered to fundraiser to distribute to buyers. We pack orders for each buyer to simplify the distribution.

- You choose up to 6 wines from our Wine Range (pages 4 5).
- **You** set your wine prices: add 50c \$2 per bottle, depending on your location, to cover delivery cost and maintain profit margin.
- We create and send you your Order Form (see sample page 8).
- **We** design your fundraiser wine label (see samples, page 7).
- You start your Wine Drive: distribute paper Order Forms; email to potential buyers; put a link on your website. Buyers can order as little as 1 bottle.
- **You** collect and send us all completed order forms by your Close Date. You can run your Wine Drive for 1-2 months.
- **We** process all orders and payments, and despatch all wine (packed by each buyer's order) to you to distribute to your buyers.
- **We** pay the total profit at the end of your drive, by bank transfer.

We have more than 30 quality wines in our range, from renowned wine regions: Barossa Valley, Clare Valley, Coonawarra, Hunter Valley, Marlborough NZ, Reynella, and many more...

2. Online Ordering

Good for fundraisers with supporters Australia-wide. Wine is delivered directly to the buyer. **You** choose up to 6 wines from our Wine Range (pages 4 - 5).

- **We** set up your online Fundraising Wine order page on our parent company website. Credit card payment. Buyer pays for delivery directly to them. Minimum order quantity 6 bottles.
- **We** design your fundraiser wine label (samples, page 7).
- **We** email you labels and order page link. Once all approved, order page is ready to use.
- You start your Wine Drive: promote the online Order Page link.
- We process / despatch orders as they come in. Run your Wine Drive for as long as you like.
- **We** pay your total profit by bank transfer, at regular intervals of 1 month or more, or at the end of your Wine Drive.



Fundraising with Wine

Since 2003 we have delivered our highly successful "Wine Drive" fundraising service to all sorts of not-for-profit individuals, teams or groups around Australia. Profit depends on wine sales: from \$200 for smaller groups, up to \$1,000, or even more for larger groups with larger sales. **No upfront payment required** (except for wines purchased for a Wine Tasting Event, see below).

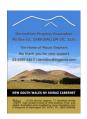
Wines: We offer you a large range of quality wines. You can choose up to 6 wines from any section (or multiple sections) of the range. See the following 2 pages for our Fundraising Wines.

Profit: Wine prices include our suggested profit margin of \$40/dozen (approx. \$3.33/bottle. You can increase prices for a larger profit margin, or decrease prices for a larger volume of sales.

Labels: We provide a **free** fundraiser wine label design and printing service. We design a label for you: we can use your fundraiser logo, images (photos, drawings, cartoons, etc) and wording to create a customised label design. See more fundraiser labels on page 7.













Delivery:

1. Paper-based Ordering (see page 2)

- Delivery is of all wine orders to 1 fundraiser address, for the fundraiser to distribute to buyers. (If this doesn't work for you during Iso, Online Ordering would be better for you.)
- For metropolitan locations, the cost of delivery is included in our wine pricing.
- Regional surcharges may apply for some locations please enquire before you start. These can be deducted from the profit margin, or you can increase the wine price to cover the surcharge.
- We pack orders for each buyer, and write their name on their box, to simplify distribution.

2. Online Ordering (see page 2)

- Wine is delivered directly to the buyer.
- Minimum order quantity is 6 bottles.
- Buyers pay for individual packing and delivery directly to them.
- We process and despatch orders as they come in.
- Delivery costs:
 - \$9 for 6 to 12 bottles to Melbourne metro
 - \$12 for 6 to 12 bottles to Sydney, Adelaide and Geelong metro
 - \$15 for 6 to 12 bottles to Brisbane and Perth metro, VIC regional hubs
 - \$18 for 6 to 12 bottles to Hobart and Launceston TAS
 - \$20 for 6 or 12 bottles to all ACT, and country Vic, SA, NSW, TAS, QLD and WA
 - NO delivery available to Northern Territory.

Your Profit: We pay the profit to your fundraiser bank account, after wine is delivered.

Want to go ahead with a Fundraising Wine Drive?

Use the Checklist on page 6 to help you. Simply email us your Wine Selection and prices, fundraiser logo, contact details, Wine Drive close date, and label design files and requirements.



Fundraising Wine Range February 2023

Pricing includes customised labelling, excludes delivery: see Delivery, page 3. * Wines in red = Our Recommendation

Sell \$ includes Profit: \$40/de	oz (approx. \$3.33/bot) Wine types White Sparkling Rosé & Red	Fortified
Wines	Tasting Notes	Sell \$
Bronze Range - Exceller	nt Quaffing Wines @ \$16 / bottle inc profit	
Southern States NV Chardonnay	Made from selected quality Chardonnay fruit, this lovely white wine has fresh, ripe aromas, and complex delicate fruit flavours.	\$16
Southern States NV Semillon Chardonnay	This luscious Semillon Chardonnay has aromas of ripe peaches and a light clean palate with abundant sweet fruit flavours.	\$16
Southern States NV Sauvignon Blanc Semillon	A delightful white blend: pale straw in colour with floral and fruity aromas, and a delicious blend of soft fruit and slight dryness on the finish.	\$16
Southern States NV Sparkling Brut	Made from a blend of premium grape varieties including Chardonnay and Semillon. Has lively fruit flavours with a crisp dry finish.	\$16
Southern States NV Cabernet Sauvignon	Rich ripe berry and oak aromas; lingering berries, soft American oak, long smooth tannins and balanced acidity on the palate; a full-bodied wine.	\$16
Southern States NV Merlot Cabernet	A great warm-climate drop. Light red in colour, with mild but ripe aromas, and a soft, mildly sweet fruity palate.	\$16
Southern States NV Merlot	Merlot is renowned as a smooth red wine. Abundant upfront plum and dark berry fruit on the palate is beautifully balanced by a soft smooth finish.	\$16
Southern States NV Shiraz	Opens with warm fruity aromas. The palate balances earthy cherry flavours, mild acidity and soft tannins. A soft-styled but full-flavoured wine.	\$16
Silver Range - Superb T	able Wines @ \$17 - \$18 / bottle inc profit	
Adelaide Hills Moscato Frizzante	Delicate sweet passionfruit and pineapple flavours, a hint of muscat grape, and gentle fizz on the finish. Low in alcohol, only 9.0%.	\$18
Barossa Valley 2021 Chardonnay	Pleasant stone fruit on the nose and palate, with a hint of oak balancing the full fruit flavours. A very smooth palate with an off-dry finish.	\$18
Big Rivers 2020 Pinot Grigio	Pale straw in colour with vibrant fruit aromas, and luscious juicy flavours with hints of apple and pear and a dry finish. A zippy fresh fruit-driven wine.	\$18
Big Rivers 2020 Sauvignon Blanc	Superb night-harvested grapes have produced zesty aromas and a crisp refreshing palate of fresh elegant citrus and tropical fruit.	\$18
South Australian 2021 Sauvignon Blanc	Blended with a little Semillon. it has a superb aromatic nose, with fresh fruit flavours and a crisp dry finish. Flavoursome, crisp and refreshing!	\$17
South Australian NV Sparkling Brut	Made with premium grapes including Pinot Noir and Chardonnay. A sparkling with fresh lively fruit flavours, hints of citrus, a delicate bubble, and a crisp dry finish.	\$17
Big Rivers 2020 Cabernet Sauvignon	Ripe fruity blackberry aromas are followed by a palate of complex berry flavours balanced by smooth tannins on the finish.	\$18
South Australian 2020 Cabernet Merlot	Vibrant colour; a soft juicy red wine: blackberry Cabernet flavours blend beautifully with the soft smooth Merlot, giving a lingering delicate finish.	\$17
South Australian 2020 Cabernet Sauvignon	A soft easy-drinking wine, with vibrant colour, hints of cassis on the nose, soft mouth-filling berry fruit flavours, balanced by subtle use of oak.	\$17
South Australian 2020 Shiraz	Blended from grapes from several South Australian regions; light peppery aromas, well-blended and softly textured flavours of pepper and spice.	\$17
Hunter Valley 2019 Merlot	A smooth dry medium-weighted red wine with rich plum aromas, full yet velvety merlot fruit flavours, and a firm finish.	\$18
Hunter Valley 2018 Cabernet Sauvignon	Dark red colour; a hint of molasses and abundant fruit aromas; it is ageing well, to create a dry, firm mouth filling wine, with a tannic finish.	\$18
Gold Range - Premium S	Signature Wines @ \$19 - \$20 / bottle inc profit	
Victorian Reserve 2021 Sauvignon Blanc	A stylish Sav Blanc with excellent varietal style: aromas of tropical fruit with subtle citrus and floral notes, and a vibrant palate of lush fruit.	\$19
Clare Valley 2020 Chardonnay (vegan)	Pale straw in colour, with white peach and tropical fruit aromas. A refreshing palate of lively stone fruit and melon, a creamy mouthfeel and a lingering finish. Vegan	\$20
Victorian Reserve 2021 Pinot Grigio	This reserve Pinot Grigio has delicious fruit characters on the palate with flavours of citrus and apple balanced by a crisp dry finish.	\$19
Clare Valley 2020 Riesling	Low-yield vines created fresh zingy lime and floral aromas, intense lemon and citrus flavours, and a dry lingering crisp acidic finish.	\$20
South Australian Reserve Sparkling Brut	Made with premium grape varieties including Pinot Noir and Chardonnay; fresh lively fruit flavours with hints of citrus, a delicate bubble, and a crisp dry finish.	\$19

Fundraising Wine Range continued

Pricing includes customised labelling, excludes delive	ery: see Delive	ry,	page 3.	* Wines i	n re	ed = Our Recor	nme	endation
Sell \$ includes Profit: \$40/doz (approx. \$3.33/bot)	Wine types		White	Sparkling		Rosé & Red		Fortified

Wines	Tasting Notes	Sell \$
Gold Range - Premium S	Signature Wines @ \$19 - \$20 / bottle inc profit (continued)	
Victorian Reserve 2021 Rosé	Rose-pink in colour with a delicate fragrance of fresh strawberries and raspberries. Ripe red fruit flavours fill the palate with just an off-dry level of residual sugar.	\$19
Clare Valley 2020 Cabernet Sauvignon (vegan)	Deep crimson in colour, with rich fruity aromas, a palate of mouth filling lush dark berries and plum, and smooth velvety tannins on the lingering finish. Vegan	\$20
Clare Valley 2019 Shiraz (vegan)	A lush fruity Shiraz with bright colour, ripe fruity aromas, savoury tannins, balanced acidity and lingering spice and berry characters on the finish. Vegan	\$20
Victorian Reserve 2021 Pinot Noir	Pale ruby red in colour, with aromas of black cherry, spice and sweet oak. The palate of luscious dark berry fruit is balanced by fine tannins on the smooth dry finish.	\$19
Coonawarra 2020 Shiraz	Deep colour, rich aromas, classic ripe plum, mulberry and spicy flavours and good tannin texture, with some malolactic maturation for smoothness.	\$20
Reynella Tawny Port	A rich luscious fortified wine, made from a blend of base wines of varying ages, matured in oak for 5 years, with flavours of burnt toffee and caramel.	\$20
Platinum Range - Stand	out Medal-Worthy Wines @ \$22 - \$24 / bottle inc profit	
Yarra Valley 2018 Chardonnay (vegan)	Hand-pruned, hand-harvested, low-yield fruit was matured in French oak for 9 months, then bottle-aged for several years, creating a golden-hued, richly perfumed Chardonnay. The rich creamy palate has well-balanced buttery characters. A full-flavoured oaky style with lingering persistence. Vegan	\$23
Adelaide Hills 2021 Sauvignon Blanc	Vibrant ripe fruity aromas, with an abundance of refreshing tropical flavours so typical of Australian Sauvignon Blanc, balanced with a crisp dry finish.	\$22
Marlborough 2021 Reserve Sauvignon Blanc (vegan)	Typical Marlborough New Zealand Sav Blanc: a superb blend of fresh cut grass and lush tropical fruit aromas, subtle berry flavours, with a crisp dry finish. Vegan	\$23
Adelaide Hills 2021 Reserve Pinot Grigio	A cool-climate Pinot Grigio with wonderful varietal style: soft orchard fruit aromas, and a palate of crisp apple and pear, balanced by a delicate finish.	\$22
Southern States Pinot Chardonnay Sparkling Brut	A blend of Pinot Noir, Chardonnay and Pinot Meunier; a soft creamy palate with lingering fruit flavours, and a dry clean finish with crisp acidity.	\$22
Victorian Sparkling Prosecco	A fine blend from alpine Victoria. Bottled regularly, it is super-fresh, with light elegant flavours of green pear, apple and lemon tang, and a clean elegant finish.	\$22
Yarra Valley 2021 Reserve Rosé (vegan)	Produced from premium Merlot fruit, this Rosé has vibrant magenta hues, and inviting aromas of strawberry, plum and rose petal. Flavours of sweet fresh red berry and tropical melon are well balanced by firm acidity on the finish. Vegan	\$22
Coonawarra Reserve 2019 Cabernet Sauvignon	Vibrant crimson colour, intense dark berry aromas, a palate of blackcurrant, blackberry and plum, with velvety tannins on the lingering smooth finish. Vegan	\$22
Coonawarra Reserve 2020 Shiraz	Opens with rich aromas of spicy fruit and vanilla. The palate is full-flavoured and earthy, with hints of plum and fine vanilla, firm tannins and a lingering dry finish.	\$22
McLaren Vale 2020 Reserve Shiraz	Grown on the limestone slopes of McLaren Vale. Typical varietal spice and ripe red fruits enhanced by fine oak tannins. Smooth and well balanced - a great food wine.	\$24
Yarra Valley 2018 Cabernet Sauvignon (vegan)	An estate-grown Cabernet with deep maroon-purple colour, matching the dense toasty aromas of blackberry, dark currant and savoury briar notes. Medium-bodied, firm yet smooth, with intense dark fruit and chocolatey flavours, and lovely ripe tannins. Vegan	\$24
Rutherglen 8-year-old Reserve Port 375mL	Fully ripened grapes give concentrated flavour, with some partial fermentation to retain sweetness. Pressed and fortified in oak for an average of 8 years. Medium tawny colour, and aromas of ripe dark fruit and nuts with barrel aged characters. The lingering palate has fruit, chocolate and nutty flavours balanced by hints of oak.	\$22
Zero Alcohol Wines – al	cohol-free, gluten-free, vegan. \$22 / bottle inc profit	
Sparkling White (vegan)	Aromas of tart apple. A blend of acidity and fruit on the palate, balanced by delicate tannins and subtle spice. Drink chilled. Lightly sweet, very refreshing! Vegan	\$22
Sparkling Rosé (vegan)	Aromas of rose and citrus. The palate has floral, citrus and spicy notes, balanced by a refreshing dry finish. Drink chilled. Lightly sweet, very refreshing! Vegan	\$22
Sparkling Shiraz (vegan)	A lush vibrant style, with dark red berry flavours balanced by citrus hints, and notes of vanilla and spice. Drink chilled. Slightly sweet and very refreshing! Vegan	\$22

Vegan wines: When wine is being made, it contains natural particles, making it hazy. "Fining" to make wine clear and bright is usually done with animal by-products (and traces may remain): powdered milk protein, egg white, or even fish bladder! Fining of vegan wines is done with non-animal products.

Checklist: Use our Checklist to set up your Fundraising Wine Drive

Paper-based Ordering Checklist

1. YOU choose up to 6 wines from our Fundraising Wine Range, pages 4-6: From any one, or multiple, sections.

2. YOU set your sell-for pricing for your selected wines:

We list some *suggested* sell-for pricing, but you can set your prices higher or lower as required.

3. YOU email us your Fundraising Wine Drive info and label files:

- Wine selection and Pricing;
- Ordering option: see Delivery, page 3:
 Paper-based Ordering (1 bulk delivery of all wine to you to distribute to buyers)
- Close Date if applicable;
- Contact details (Fundraiser name, contact name, email, phone, fax, address, etc.);
- Fundraiser logo, and other images, if required;
- Fundraiser message, if required, e.g. "Thanks for supporting...". See label examples page 8.
- 4. **WE design your Fundraising Wine label:** Please consult us before supplying any label artwork. We email you the wine label for approval before printing.
- 5. **WE email you an Order Form:**

The form PDF can be shared on social media.

6. YOU start your Wine Drive: promote your Drive, distribute Paper-based Forms:
Ask your supporters to promote your Wine Drive to their friends, workmates and family.

7. YOU collect Forms up to your Close Date and send us all Forms and payments.

Scan-and-email, or by Registered mail to protect credit card details, to FundraisingWine.com.au, 16 Apollo Court Blackburn VIC 3130. Please confirm your Delivery Address, and the fundraiser Bank Account for profit payment.

8. WE process all orders and payments:

Credit card payments will be processed within 3 working days of receipt. All payments must be received and cleared before we despatch wine.

9. WE deliver wine to 1 address:

You then distribute wine to buyers, or arrange a pickup date and place. Regional Delivery Surcharges may apply, see Delivery, page 3

10. WE pay your total profit to your fundraiser bank account. And that's it!

Online Ordering Checklist

1. YOU choose up to 6 wines from our Fundraising Wine Range, pages 4-6: From any one, or multiple, sections.

2. YOU set your sell-for pricing for your selected wines:

We list some *suggested* sell-for pricing, but you can set your prices higher or lower as required.

3. YOU email us your Fundraising Wine Drive info and label files:

- Wine selection and Pricing;
- Ordering option, see Delivery, page 3: Online Ordering (delivery direct to buyers);
- Close Date if applicable;
- Contact details (Fundraiser name, contact name, email, phone, fax, address, etc.);
- Fundraiser logo, and other images, if required;
- Fundraiser message, if required, e.g. "Thanks for supporting...". See label examples page 8.

4. **WE design your Fundraising Wine label:**Please do not design your own label without consulting us first. We email you the wine label for approval before printing.

WE email you your Online Order Page link: The Order Page link can be shared on social media.

6. YOU start your Wine Drive: promote your Drive, share your Order Page link:

Ask your supporters to promote your Wine Drive to their friends, workmates and family.

7. We process and despatch online orders as they are received:

We may contact you if any payment or delivery issues arise. Orders are usually processed and despatched within 4 business days of receipt. Delivery takes 1-10 business days depending on location and proximity to Melbourne.

- YOU decide when to close online orders, or to receive profit to date and keep taking orders: (Regional Delivery Surcharges may apply, see Delivery, page 3)
- 9. WE pay your total profit to your fundraiser bank account. And that's it!

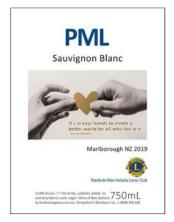
Please confirm YOUR fundraiser Bank Account for profit payment.

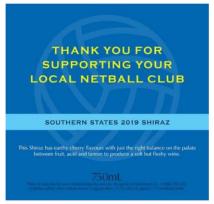


Fundraising Label Designs



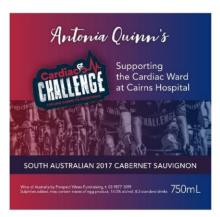


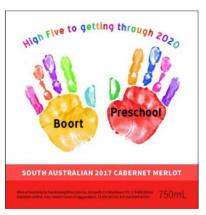




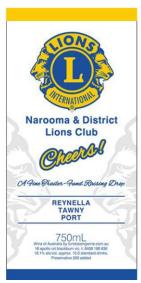




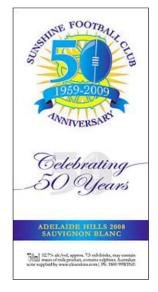
















Sample Fundraising Wine Drive Order Form (1 Delivery location)

Closes Thursday 30th November 2023. Please return completed Forms Fundraising Wine Drive - thank you for your support

Contact: Sharon Goodone	Phone: 03 5550 1234	Mobile: 0491 578 888	Address: 123 Wallaby Way	Summersby VIC 3456
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WINES	TASTING NOTES	\$ / bottle	Quantity	TOTAL \$
Moscato Frizzante	Delicate sweet passionfruit and pineapple flavours, a hint of muscat grape, and gentle fizz on the finish. Low in alcohol, only 9.0%.	\$18		\$
South Australian 2021 Sauvignon Blanc	Blended with a little Semillon. It has a superb aromatic nose, with fresh fruit flavours and a crisp dry finish. Flavoursome, crisp and refreshing!	\$17		\$
South Australian NV Sparkling Brut	Made from a blend of white grape varieties grown in South Australia. It has vibrant fruit on the palate, balanced by crisp dryness on the finish.	\$17		\$
South Australian 2020 Cabernet Merlot	Vibrant colour; a soft juicy red wine: blackberry Cabernet flavours blend beautifully with the soft smooth Merlot, giving a lingering delicate finish.	\$17		\$
Clare Valley 2019 Shiraz	A lush fruity Shiraz with bright colour, ripe fruity aromas, savoury tannins, balanced acidity and lingering spice and berry characters on the finish.	\$20		\$
Victorian 2021 Reserve Pinot Noir	Pale red in colour, with aromas of black cherry, spice and sweet oak. The palate has luscious dark berry fruits, balanced by fine tannins on the smooth dry finish.	\$19		\$
This Form confirms my order and that this order will be man	This Form confirms my order in The Big Fun Fundraiser Fundraising Wine Drive. I acknowledge that I am over 18 years of age, and that this order will be made with Frivilla Pty Ltd, trading as FundraisingWine.com.au (Victorian Liquor License # 32052079).	TOTAL:	bottles	\$
Buyer Name:	Phone: Email:			
Please note: Wine will be deli Phone and email are required	Please note: Wine will be delivered to the Wine Drive Co-ordinator for distribution to buyers, approximately 3-4 weeks from Close Date above. Phone and email are required for contact regarding any credit card or other payment issues. Email address is required if you would like to receive a credit card payment receipt.	Date above	e. ceive a crec	dit card payment receipt.
Payment: Cash Chequ	Cheque/Money Order 🔲 Payable to Frivilla Pty Ltd. Attach to form, or deposit at Bendigo Bank (account details below) and attach Receipt to Form.	nt details be	low) and at	tach Receipt to Form.
VISA MasterCard	EFT Bendigo Bank Account Name: Frivilla Pty Ltd; BSB: 633108; Account #: 1183 82969. Include your name and "BigFun" in description.	9. Include yo	our name a	nd "BigFun" in description.
Card Name:	Card Number:	Expiry:	; 	CVN:
l authorise Frivilla P/L to charge the above amount to	narge the above amount to my credit card. Signature:	V		Date:
fundraisingwine .com.au	FundraisingWine.com.au, trading as Frivilla Pty Ltd Blackburn VIC 3130 Phone: 0408 190 636 Holder of Victorian Packaged Liquor Licence No. 32052079	of Victorian F	Packaged Li	quor Licence No. 32052079