

### **BACKGROUND**

- The 2.9ha parcel of land for The Barossa Cellar was purchased by Barons of Barossa from Leo and Beverley Pech in 2014.
- The Barossa Cellar committee was formed in 2016. This currently consists of Chairman – Louisa Rose and Members – Peter John and Stefan Ahrens.
- A fundraising campaign was launched in April 2017.
- In October 2017, the Barossa Grape & Wine Association (BGWA) signed an agreement to become the sole tenant for 20-plus years.
- Work commenced on site in April 2018.

### **PROJECT COST**

- The total project cost (including land, building, kitchen fit-out, BGWA offices, landscaping, set-up capitalised costs, vineyard development, BIL water and Grand Hall furniture) equates to \$5.0 million.
- The total project funding consists of:

o Barons of Barossa seed capital, plus land	\$1.3 million
o Cash Donations	\$1.4 million
o In-kind Donations	\$0.8 million
o Bank & other loans	\$1.5 million
<b>TOTAL</b>	<b>\$5.0 million</b>
- The estimated value of the land, building and vineyard is \$ 5.5 million.

### **DESIGN & CONSTRUCTION**

- The Barossa Cellar was designed by JBG Architects to be contemporary and sustainable, with quality finishes.
- Construction of The Barossa Cellar was undertaken by the Ahrens Group which has carried significant additional costs outside the building specifications and delivered the project as originally quoted at \$3.2 million.
- Hundreds of tonnes of rock was dug from the site for the underground cellars and an additional 250 tonnes of stone was brought in from Treasury Wine Estate's Eden Valley vineyard to construct the building and walls.

### **WINE CELLAR & WINE VAULT**

- The Wine Cellar is 42 metres long and 6 metres wide, with the capacity to cellar 7,000 dozen bottles of wine.
- The tunnel-like Wine Vault holds more than 3,000 bottles, large format bottles and other wine related material on racks and in special displays.
- Since 2011, The Barossa Cellar's wines have mostly been donated by Barossa wineries. These wines will be cellared until they reach their optimum age and then released for events such as master classes and wine tastings. In addition, each year the Barons purchase \$1,500 of the wine awarded "the Chairman's Selection for The Barossa Cellar Trophy" at the Barossa Wine Show.
- A few special collections and unique Barossa wines which have been donated to The Barossa Cellar are also on display in the Wine Vault.

- The Barossa Cellar's current wine collection has more than 3,500 bottles and nearly 100 large format magnums and larger bottles.

### **THE VINEYARD**

- In winter 2020, The Barossa Cellar's vineyard will be planted to 2,000 Barossa Shiraz vines, sourced from a unique collection of cuttings from 35 of the Barossa's oldest and most iconic Shiraz vineyards.
- Vine donors will be allocated an individual Vine which can be identified by means of a virtual vineyard on The Barossa Cellar website. They will also receive a certificate, indicating their Vine row and number.

### **DONORS**

- Donor categories include Stone (\$500), Vine (\$1000), Barossa Key (\$10,000), Gold Key (\$50,000), Platinum Key (\$100,000) and Diamond Key (\$250,000). Benefits for each of these categories are outlined in the Donor Prospectus available on The Barossa Cellar website.
- Barossa, Gold, Platinum and Diamond Key donors will be presented with a specially crafted key ring from the Jam Factory.
- Donors receive regular Donor Updates, have access to The Barossa Cellar and will have the opportunity to attend events at The Barossa Cellar.
- Unless they have requested to remain anonymous, all donors are acknowledged on The Barossa Cellar website and will also be recognised on an electronic donor display in The Barossa Cellar.

### **ACCESS**

- Barons of Barossa, donors and BGWA members are welcome to visit The Barossa Cellar during standard business hours, by prior arrangement.
- For security reasons, the Wine Vault and Wine Cellar have restricted access and are only accessible during hosted visits.
- A community open day will be held following the official opening of The Barossa Cellar in mid 2020.

### **EVENTS**

- The Barossa Cellar has been designed to create a range of spaces suitable for hosting wine and viticulture related activities that educate people about Barossa wine and promote Barossa wine to a global audience.
- The Barossa Cellar is available for hire for wine and viticulture education and promotion events and activities that support the Barossa. More information can be found on the Events page on our website.

### **BGWA**

- The BGWA are responsible for the day-to-day management of The Barossa Cellar. They have access to all facilities for the purposes of promoting Barossa wine and the Barossa brand. In addition, the BGWA will have access to an annual wine allocation from The Barossa Cellar to be used for promotional purposes.

### **BENEFITS**

- Barons of Barossa own The Barossa Cellar, but it will not operate for profit. Any proceeds will be used to support The Barossa Cellar's wine promotion and educational activities for the benefit of the Barossa community.