New-look Lindeman’s celebrates heritage, home and happiness

Lindeman’s is proud to present a new brand identity that reflects Lindeman’s heritage in the Hunter Valley and celebrates the positive spirit of Lindeman’s enjoyed in 22 countries around the world.

Lindeman’s popular wines are made to be opened, enjoyed with generosity and inspire connection with friends and family, whether it’s unwinding at the end of the day, taking time to celebrate the everyday moments or simply looking on the brighter side of life.

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**1. A new crest featuring ‘Cawarra’**

Our crest now features Dr Henry Lindeman’s original family homestead, ‘Cawarra’, built in 1833. It also depicts a home setting in which millions of people enjoy Lindeman’s with family and friends.

**2. A modernised wreath**

The iconic Lindeman’s wreath has been updated to feature Australian native eucalyptus and gum nuts reaffirming Lindeman’s home in Australia.

**3. “In Life Happiness”**

The Latin phrase ‘Felicitas in Vitae’ - meaning ‘In Life Happiness’ is inspired by Dr Henry Lindeman, who famously said “the one purpose of wine is to bring happiness.”

**4. Dr Henry Lindeman**

The new logo clearly acknowledges Dr Henry Lindeman’s role in founding Lindeman’s in the Hunter Valley in 1843.
New-look Lindemans celebrates heritage, home and happiness

Lindemans is proud to present a new brand identity that reflects Lindemans’s heritage in the Hunter Valley, acknowledges founder Dr Henry Lindeman and his original homestead ‘Cawarra’ and celebrates the positive spirit of Lindemans that has endured for 170 years.

The new look for Lindemans will coincide with new packaging across the entire Lindemans portfolio, which includes Lindemans’s Coonawarra Trio, Hunter Valley range, Regional Series, Early Harvest, Bin Series and Cawarra.

Loved around the world in 22 countries, Lindemans enjoys the coveted position of number-one selling Australian wine brand in four markets – Canada, Sweden, Netherlands and Norway,* rated the 7th most powerful wine brand in the world by Drinks Business** and is the pioneer and market leader of the lighter in alcohol and calorie wine category in Australia.***

Lindemans’s Global Marketing Director, Sylvie Levesque, explained that the new brand identity is inspired by a desire to articulate the elements that make Lindemans a much-loved enduring brand.

“Lindemans’s remarkable global popularity has been driven by the simple and personal philosophy of Dr Henry Lindeman who planted the first Lindemans’s vines in the Hunter Valley in 1843. We are seeking to champion the fundamental elements of Lindemans’ – heritage, home and happiness – every time people visit us, read about us or enjoy a bottle of Lindemans’s with friends and family,” Levesque said.

The new Lindemans’s brand identity comprises:

- A new crest featuring ‘Cawarra’: The Lindemans’s crest now features Dr Henry Lindeman’s original family homestead, ‘Cawarra’, built in 1855. It also depicts a home setting in which millions of people enjoy Lindemans’s with family and friends.
- A modernised wreath: The iconic Lindemans’s wreath has been updated to feature Australian native eucalyptus and gum nuts reaffirming Lindemans’s home in Australia.
- “In Life Happiness”: The Latin phrase ‘Felicitas in Vitae’ - meaning ‘In Life Happiness’ is inspired by Dr Henry Lindeman, who famously said “the one purpose of wine is to bring happiness.”
- Dr Henry Lindeman: The new logo clearly acknowledges Dr Henry Lindeman’s role in founding Lindemans’s in the Hunter Valley in 1843.

This is the first time the Lindemans’s logo has been changed since the dominant ‘L’ was introduced in 2001. The new brand identity and labels have been designed by leading Australian drinks packaging design specialists, The Collective.

Sources:
** #10 most powerful wine brand in the world, The Drinks Business & Intangible Business ‘Power Brand 100’ 2014.
*** Lindemans’s Early Harvest wines are at least 25% lighter in alcohol and calories when compared to comparable wines of the same style.