

# De Bortoli Wines Pty Ltd in Alcoholic Drinks (Australia)

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## Abstracts

De Bortoli Wines has a presence across a variety of wine price points and varieties in Australia. Significantly, the company revitalised its branding in 2016. This rebranding provides a modern new look that will progressively be incorporated into De Bortoli's current portfolio. The first example of this new branding was announced in August 2016, with the launch of Woodfired, a Shiraz from Heathcote, with the clean label providing a premium look. De Bortoli also redesigned the company website as...

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