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Vinarchy to Cut 40% of Wine Brands in Major Shift Toward Younger Drinkers

Australia’s second-largest wine company bets on mini bottles, lower-alcohol wines and AU$30 million investment after merger shakeup

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Danny Celoni

Vinarchy, Australia’s second-largest wine company, is preparing to cut about 60 brands from its portfolio over the next two years as it seeks to reposition itself for a new generation of drinkers. The move comes after a comprehensive review of the company’s grape requirements and brand strategy, according to Danny Celoni,

Vinarchy’s chief executive. Celoni, who took over four months ago, said the company currently has too many brands and will now focus on its most globally recognized labels: Hardys, Jacob’s Creek, and Campo Viejo.

The decision to reduce the number of brands by nearly 40 percent is part of a broader effort to appeal to younger consumers. Vinarchy plans to introduce smaller bottle formats and lower-alcohol wine styles, aiming to attract customers who are drinking less but seeking higher quality and more variety. The company will launch mini bottles, a chill-infused rosé, and a mid-strength Sauvignon Blanc as part of this strategy. These products are designed to move away from the traditional image of Australian wines as high in alcohol content.

Vinarchy’s marketing approach is also changing. The company will roll out new packaging and revamped campaigns to support its lighter wine varieties and spritzers. Its new marketing push will begin with a flagship sponsorship of the Australian Tennis Open in Melbourne in January.

Celoni joined Vinarchy after serving as an executive at Diageo in Southeast Asia. His appointment followed the creation of Vinarchy through the merger of Accolade Wines and Pernod Ricard’s wine interests in April. This merger came after Accolade was acquired by a consortium led by Bain & Company due to financial difficulties.

Operational changes are underway across Australia as part of Vinarchy’s restructuring. The company has moved its headquarters from Melbourne to Adelaide and is investing AU$30 million in developing its Rowland Flat center in the Barossa Valley. Starting with next year’s vintage, this facility will take over operations previously based at St Hallett in Barossa and Tintara in McLaren Vale. Berri Estates will become the main site for commercial winemaking, packaging, and warehousing.

In addition to these changes, Vinarchy is closing the Rolf Binder and Banrock Station cellar door operations. The company says these steps are necessary to streamline operations and better position itself for growth in a changing market.

Vinarchy’s overhaul reflects broader trends in the global wine industry, where companies are adapting to shifts in consumer preferences and increased competition from other beverages. By focusing on fewer brands and targeting younger drinkers with

innovative products, Vinarchy aims to secure its place as a leading player in both domestic and international markets.