



Above: Scarborough cellar door.  
Left Pettavel.

## UNIQUE TASTINGS

### Scarborough Wine Company Hunter Valley

Scarborough takes an innovative approach to wine tastings at cellar door—every visitor is taken on a seated, tutored tasting of all current release wines and a few special museum releases as well. And it's free. The punters think it's Christmas!

"We start with Hunter Semillons, moving on to our now-famous Hunter Chardonnays and then on

to our red selection, finishing off with our Late Harvest Semillon," Sally Scarborough says. "Our customers also enjoy a complimentary cheese plate to truly enjoy the experience. We believe our tasting is unique and the feedback from our customers is always very good.

"We understand that many people coming to the Hunter are looking for a true wine experience—keeping in mind that a lot are not sure what that might entail. So we like to take control of the situation and make our customers feel welcome and comfortable, while giving them an insight into

what we do at Scarborough. We believe that to have a full understanding of what we do, people need to try our entire range of wines, hence we introduced our unique tasting structure."

Sally says people really appreciate the sincere hospitality. "On a weekend most visitors will likely meet a member of our family and be treated as the important customer they are—and of course a little cheese always helps," she says.

"People are often amazed that we invite them to sit down and prepare them a cheese plate before they even start tasting. Our cellar door is a very

important part of our brand—and we see this as the first chance to truly show wine lovers and novices what the Scarborough family is all about."

Scarborough has just introduced a Loyalty Card, which rewards loyal customers for visiting the cellar door and buying wine.

Sally has seen an increase in visitors to cellar door in the past few months, compared to previous years.

"With all the facilities we now have in the area including golf courses, day spas and some of the best wine producers in Australia—and with petrol prices going down—we can only hope that people continue to explore their own backyard," he says.

## THE PERFECT MATCH

### Pettavel Geelong

At Pettavel winery the cellar door and restaurant share the one area, which lends itself to a far better focus on wine and food matching, says marketing manager Sue Moore.

"We are constantly evolving in terms of food and wine matching, which is challenging for us and forces us to be creative," she says. "In cellar door our main focus is providing our customers with an excellent experience through tasting our portfolio, sharing our wine knowledge with them, and selling our estate-grown wine and virgin olive oil."

Sue says visitors appreciate the "consistency and excellence" in customer service at Pettavel.

"We aim to build strong relationships with new and existing customers and be able to quickly identify and meet their needs," she says.

"Our focus is always on providing an insight into our diverse portfolio of wines and styles as well as the fascinating region for our customers to explore.

"Guests enjoy tasting our portfolio and the ability to observe the winery in action during vintage through the viewing window in the foyer."

Sue says Pettavel is always looking for areas in its products and services that they can refine and improve upon.

"We have all worked exceptionally hard in the area of building our customer base," she says.

"Attracting new customers does provide some additional challenges in the current economic times, however we are confident that we will continue to grow because this region attracts visitors from all over the world."

She says value for money in both food and wine has played a major role in Pettavel's success.

As well as offering new releases to its wine club members, Pettavel also makes available trial batches of various new blends, themselves as presenting good value."