
ULTIMATE WINERY EXPERIENCES AUSTRALIA



ST HUGO

**BAROSSA VALLEY,
SOUTH AUSTRALIA**

Business Events Case Study

OVERVIEW

This event at St Hugo winery introduced Volvo's newest all-electric vehicle, the Volvo C40 Recharge Pure Electric, to media who represented the automotive, lifestyle and technology sectors.

Media guests and senior Volvo Car Australia executives, including the National Managing Director and Director of Public Relations & Corporate Communications, enjoyed welcome drinks at St Hugo, which were then followed by a four-course luncheon. The event provided an opportunity for the winery to not only showcase its extensive grounds, award-winning wines and superb cuisine but also several of its venues, allowing the winery's history and beautiful setting to shine through.



Winery address:	2141 Barossa Valley Way, Rowland Flat, South Australia
Wine Region:	Barossa Valley, South Australia
Business Event Name:	Volvo C40 Recharge Pure Electric Vehicle Event
Type of Business Event:	Drive Day & Media Launch for new vehicle, Volvo C40
Dates:	25 and 27 October 2022
Host Organisation:	Volvo Car Australia Pty Ltd
Organisation/Client Type:	Automotive Company
Number of delegates:	16 guests on each launch day
Attendee Origin:	Australia

ABOUT ST HUGO

St Hugo is located in the world-renowned Barossa Valley region of South Australia, an approximate one-hour drive from Adelaide. The Barossa Valley is famous for its food and wine traditions, hospitality and proud European heritage.

The St Hugo winery honours the name and traditions of visionary winemaker Hugo Gramp, who lived and worked his entire life in the Barossa and successfully built the Gramp & Sons winery into the industry pillar that is today known as St Hugo. With the first vines planted by Hugo's grandfather in 1847, St Hugo wines are now prized by wine collectors and connoisseurs the world over.

St Hugo boasts multiple premium business events spaces, including an Australian Good Food Guide two-hatted restaurant and bespoke event spaces. Venues include the Hugo Gramp Room (maximum capacity of 18 guests), the Stone Lounge, and a stunning courtyard (with a maximum capacity of 50 guests for the Stone Lounge and 80 guests for the Courtyard). There is also an outdoor deck area with sweeping views, a private meeting room, and the award-winning St Hugo Restaurant.

REASON FOR SELECTING ST HUGO

The client, Volvo Car Australia, had held an event at St Hugo a number of years previously and, having loved the venue, selected it again for this important VIP media vehicle launch.



A CORPORATE SOCIALLY RESPONSIBLE EVENT

No alcohol was served at the event, which not only showcased the responsible driving commitment of Volvo Car Australia but also supported the Responsible Service of Alcohol commitment of St Hugo.

THE EXECUTION

The event was a drive and showcase program which was conducted twice in October. Media representatives were invited to drive the new Volvo C40 vehicles from Adelaide Airport to St Hugo in the Barossa Valley, having flown into the airport earlier in the day from various states across Australia.

On arrival, six Volvo vehicles were arrayed around the impressive St Hugo entrance and were strategically positioned close to the vines. This display maximised the vehicles' features and provided stunning St Hugo surrounds for media photography and videography.

Welcome drinks, which were non-alcoholic due to it being a drive program, consisted of sparkling and still water as well as assorted soft drinks. They were hosted in the beautiful St Hugo Restaurant, which has a superb vantage point overlooking the vineyards and heritage courtyard. Lunch was then held in a historic area of St Hugo, the Stone Lounge, which is part of the original gravity-fed winery constructed in the 1840s.

Executive Chef at St Hugo, Nik Tucker, introduced the four-course menu to the guests, highlighting the fresh, seasonal produce that had come directly from the St Hugo onsite kitchen garden.

The delicious lunch menu included dishes such as grilled asparagus, St Hugo speck, Manchego cheese, toasted chorizo, panzanella salad, apricot-glazed chicken with roasted swedes and parsnip puree and for dessert, lemon curd tart and burnt meringue.

The Volvo National Managing Director, Stephen Connor, spoke during lunch about the launch of the Volvo C40 and also the future outlook for Volvo in the EV market.

Whilst no wines were served at lunch to ensure corporate responsibility ahead of a drive back to the airport and Adelaide city, the Tourism & Events Manager from St Hugo, Shane Gibbons, maximised the opportunity to talk about the amazing portfolio of St Hugo premium wines on offer. Media guests were invited to enjoy special complimentary shipping on any six-pack wine purchases they might wish to make, which was very positively received.

As a special memento, all guests were also given a take-home bottle of the St Hugo DR3, a fine wine collaboration with legendary Australian Formula 1 driver, Daniel Ricciardo. Not only an excellent wine but a fitting complement to the automotive theme of the event.

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THE VERDICT

FROM VOLVO CAR AUSTRALIA PTY LTD

Glowing feedback was received from Volvo Car Australia post-event, thanking the St Hugo team for their efforts in ensuring the successful delivery of an exceptional media launch of the Volvo C40 Recharge Pure Electric.

"A final thank-you on behalf of Volvo Cars for the unwavering support that you provided us during our media event this week. From our initial contact, your personal commitment to ensure we delivered the best possible experience to our invited guests, thus allowing us to showcase our brand and product, was infectious. Your attitude of 'anything is possible' and, 'we will make it happen' also provided me with a feeling that we were in good hands. An exceptional customer experience.

The media absolutely had a wonderful experience and our combined efforts have reaffirmed to them that we're a brand that puts people at the centre of all we do. We know our product is second to none and the reports being written by them after the drive clearly demonstrate that.

Wishing you ongoing success and we look forward coming back to Adelaide, Barossa Valley and in particular St Hugo in the near future."

Greg Bosnich
Director, Public Relations & Corporate Communication
Volvo Car Australia Pty Ltd:

FROM ST HUGO

On behalf of the St Hugo team, the Tourism and Events Manager summed up the motor vehicle launch event:

"Volvo was a delightful, professional client to work with. They were very responsive to all communications and ensured that we received all information in a timely manner, so that we could prepare and deliver successful events for them. We look forward to welcoming them back for their next event/s at St Hugo."

Shane Gibbons
Tourism & Events Manager
St Hugo & Jacob's Creek

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