ULTIMATE
WINERY
EXPERIENCES
AUSTRALIA



TAYLORS WINES

CLARE VALLEY, SOUTH AUSTRALIA

Business Events Case Study

OVERVIEW

Independent liquor retail store owners and operators from across Australia gathered for their annual conference, held in Adelaide, which also incorporated a separate trade show. As part of the broader program, delegates took part in a range of activities, including visits to Penfolds, distilleries and the Clare Valley.

Taylors Wines was selected as one of the winery experiences for the group, with the General Manager and Chief Winemaker hosting the delegates and providing an opportunity for guests to experience the winery and learn more about the wines and winemaking process.



Winery address:	89A Winery Road, Auburn
Wine Region:	Clare Valley, South Australia
Business Event Name:	Independent Liquor Retailers Annual Conference
Type of Business Event:	Conference and Incentive for Outlets
Date:	20 August 2026
Host Organisation:	Directions Conference and Incentive Management
Organisation/Client Type:	Independent Bottle Shop and Liquor Retailers
Number of delegates:	110
Attendee Origin:	National, including ACT, Queensland and New South Wales

ABOUT TAYLORS WINES

Nestled in the picturesque Clare Valley, Taylors Wines is a family-owned estate renowned for crafting award-winning wines that balance tradition with innovation.

Established in 1969, the winery spans three generations of the Taylor family, who remain dedicated to producing exceptional Riesling, Shiraz and Cabernet Sauvignon, alongside a diverse portfolio of premium wines.

Located in Auburn, the Taylors Wines Cellar Door welcomes visitors to experience the estate through guided tastings, immersive vineyard and winery experiences, and curated food and wine pairings showcasing South Australian produce.

With sweeping vineyard views, a rich family heritage and a commitment to sustainability, Taylors Wines provides an authentic Clare Valley setting for visitors and business events alike.

REASON FOR SELECTING TAYLORS WINES

South Australia was the destination for the conference, while the Clare Valley was a relatively unknown region for many of the delegates. Taylors Wines were selected as the winery experience because it is well represented across the independent liquor retail stores attending the event.

The spectacular setting of Taylors Wines was another important factor in the venue selection, while the opportunity to take guests behind the scenes into the barrel hall provided an additional element to the experience.



CHALLENGES AND TRIUMPHS

One of the key learnings from the event was the importance of ensuring suitable audio equipment for experiences held in the barrel hall. For future events, a sound system and microphone would assist with delivering presentations and masterclasses to larger groups.

The key success of the event was creating a premium experience from beginning to end. The program incorporated the history of Taylors Wines while also providing guests with an insight into the winery's different wine ranges, including the reasons and processes behind the wines.



THE EXECUTION

The 110 delegates were divided into two groups, with one group visiting in the morning and the second in the afternoon. Guests were welcomed to the winery with a taste of a new-release Riesling before being escorted to the barrel hall for a Chardonnay masterclass.
The masterclass included barrel tastings and explored the influence of oak and ageing on the finished wine, giving delegates the opportunity to taste and compare wines while learning about the winemaking process.



Following the barrel hall experience, the group returned to the Cellar Door for a seated red wine tasting in the pavilion. Light snacks were served during the pavilion tasting, providing guests with an opportunity to relax and continue engaging with the Taylors Wines team.

The experience was designed to be interactive, with audience participation forming an important part of the program rather than simply having guests listen to presentations.

WHAT THE CLIENT LIKED MOST ABOUT THE WINERY

The client particularly enjoyed the exceptional Cellar Door and commented on the friendly and knowledgeable Taylors Wines staff. They also appreciated the interactive nature of the experience, with guests encouraged to participate and engage throughout rather than simply being spoken to.

The barrel hall was another highlight, with its impressive setting adding an element of theatre to the experience and making the behind-the-scenes component particularly memorable.

MOST MEMORABLE ASPECT OF THE EVENT

The quality of the products and the outstanding service provided by the Taylors Wines team were key highlights of the event. With the sun shining on the day, the Cellar Door was also looking particularly stunning, adding to the overall experience for delegates.



THE VERDICT

FROM INDEPENDENT BOTTLE SHOP AND LIQUOR RETAILERS

The event provided 110 independent liquor retailers with a premium, behind-the-scenes experience at Taylors Wines, combining wine education, audience participation, the history of the winery and access to areas not typically experienced as part of a standard winery visit.

The event was particularly well received by both the client and delegates, with the impressive barrel hall, knowledgeable staff and opportunity to taste yet-to-be-released wines among the memorable aspects of the experience.

"CEO was extremely impressed with what you and the Taylors team put together. Cannot thank you enough for the effort and making it a memorable experience for our guests."
Courtney Jones, Event Manager, Directions

"It was amazing to sample products that have not yet been released in the Barrel Hall."
Paul Gilmore, Sales Representative, NSW

FROM TAYLORS WINES

The Taylors Wines team were delighted to welcome Independent Liquor Retailers (ILR) to our winery in the Clare Valley as part of their annual conference. Guiding the ILR members through a curated tasting, we were proud to share the story of our brand, our region and our wines in a memorable and engaging way. It was a privilege to host this group from ILR and to showcase the Clare Valley.

Mikaela Noonan, General Manager Australian Sales, Taylors Wines

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