
ULTIMATE WINERY EXPERIENCES AUSTRALIA



PRINTHIE WINES

**ORANGE,
NEW SOUTH WALES**

Business Events Case Study

OVERVIEW

The Huddle is an annual two-day event staged for women in business. The 2023 program included a number of social events and conference sessions that featured an inspirational lineup of women speakers and entrepreneurs who shared their life and business experiences.

Over 700 delegates attended The Huddle Conference from as far afield as Western Australia, the Northern Territory, and New Zealand. Conference sessions were staged at the Orange Function Centre in the heart of the township of Orange, with delegates staying at a diverse array of accommodations, from five-star luxury boutique properties to hotels and apartments.

A feature satellite event of The Huddle Conference is the bespoke Breakfast Forage Walk, an optional buy-in activity, which in 2023 was staged for 170 participants at the stunning Printhie Wines Estate. This roving breakfast event was first held at Printhie Wines in May 2022 and will take place again in 2024, when it is held in March.

The Huddle Breakfast Forage Walk is a curated stroll through the vineyards and orchards at the Printhie Wines Estate and, like The Huddle Conference itself, provides an opportunity for delegates, VIP speakers, and mentors to network in a friendly and relaxed environment.

Winery address:	208 Nancarrow Lane, Nashdale, NSW
Wine Region:	Orange Region, NSW
Business Event Name:	The Huddle Breakfast Forage Walk
Type of Business Event:	Breakfast event as part of The Huddle Conference
Dates:	May 2023
Host Organisation:	Jumbled Online
Organisation/Client Type:	Business women's annual event
Number of delegates:	170 guests
Attendee Origin:	Australia and New Zealand
Professional Event Planner	Planned by Printhie Wines in conjunction with Jumbled Online

ABOUT PRINTHIE WINES

Printhie Wines is situated in the Central Tablelands region of NSW and is ten kilometres from the township of Orange, an approximate 3½ hour drive from Sydney. Orange Regional Airport is serviced by airlines that provide direct flight connections to Sydney, Melbourne and Brisbane.

The Estate encompasses 50 acres set in picturesque countryside amongst rolling green hills, quintessential farming sheds and dams and cradled in the protective shade of magnificent Mount Canobolas. The winery boasts elevated vineyards, which, in combination with cool-climate winemaking craftsmanship, produce impeccable wines. A member of the select winery collective, Ultimate Winery Experiences Australia, Printhie's high elevation delivers award-winning 'Wine with Altitude'. Printhie handcrafts the SWIFT sparkling range, which was crowned Best Australian Sparkling at the 2022 Champagne & Sparkling Wine World Championships in London and has also been voted Best NSW Sparkling for the past six consecutive years.

At Printhie Wines Estate, groups can enjoy a wine-tasting experience at the state-of-the-art Cellar Door, a gourmet picnic amongst vineyards and the heritage apple orchard or go beyond the cellar door for an intimate Sparkling Masterclass to uncover the process behind Printhie's sparkling wines. A range of dining and meeting venue options are available for groups and include the Private Cellar, the Printhie Dining Restaurant, The Tasting Room, the Pavilion, alfresco dining at the 'Chaff Shed' and also the original fruit packing shed built in 1910.



REASON FOR SELECTING PRINTHIE WINES

The capacity of Printhie Wines to craft a premium experience meant that the delegates participating on the Breakfast Forage Walk had an opportunity to enjoy the beautiful scenery of the Orange region. Printhie Wines' experience in creating bespoke events was one of the many reasons why the Estate was chosen for the event, along with the team's ability to liaise seamlessly with the conference organisers to deliver a memorable and enjoyable event.

Based on the success of the initial event in 2022, it was decided to make the Breakfast Forage Walk a signature inclusion in The Huddle Conference program as an optional activity. In addition to delivering an enjoyable experience for the participants, the event organisers identified that it presented an opportunity to obtain impressive visuals and social media content for ongoing conference promotion.

THE EXECUTION

Delegates who registered for The Huddle Conference were invited to purchase a ticket for the optional morning activity at Printhie Wines.

The 170 guests who participated in the walk were provided with a map revealing a three-kilometre trail through the Estate's apple orchards and vineyards, inviting them to find their way to four food and wine stations dotted along the route. Delegates were invited to pause for photo opportunities at locations specially chosen by the Printhie team to showcase the most picturesque settings and backgrounds on the Estate.

Local produce and fine wines a feature:

Each station provided breakfast treats and perfectly matched wines, including Printhie's Sparkling Vintage Brut and Swift Sparkling Rosé. For those preferring a non-alcoholic beverage, spritzers of freshly pressed aromatic Printhie grapes enhanced by native botanicals were available.

The four stations along the Walk included the Apple Packing Shed, the Cellar Door, an area featuring a coffee van with a barista dispensing hot beverages, and the final stop, a delicious 'Pastry Point' with trestle tables adorned with delicious pastries and sweet treats. Printhie Wines partnered with local eatery, Groundstone Café, to cater for the unique roaming breakfast. Printhie Wines also provided off-site bar and beverage services at the Orange Function Centre for the full day of The Huddle Conference.

Inland Oysters:

At the conclusion of the Walk, guests were invited to stay on and relax at the Cellar Door where optional oyster and cheese platters could be purchased along with Printhie wines, with an exclusive offer available for those delegates wishing to buy takeaway wines. A feature of the Printhie Wines Cellar Door is its oyster tank, which enables the winery to have a regular supply of fresh oysters on hand, despite its location several hours from the ocean. Showcasing cutting-edge marine technology, Printhie is the only winery and cellar door in Australia to have this innovative oyster tank available.



A SUSTAINABLE EVENT PROVIDING AN INVALUABLE LEGACY

Every item provided for The Huddle Breakfast Forage Walk event was either recyclable or compostable, with delegates given a branded 'The Huddle' glass as a keepsake. No plastics were used and the wine glass lanyards which enabled delegates to stroll along the route hands-free, were returned to the winery at the conclusion of the event, to be re-used at next year's event.

Printhie Wines was delighted to showcase the premium produce and wines of the Orange region to the delegates at the conference. The winery not only provides invaluable local training and employment opportunities in this regional NSW location but expenditure by winery visitors has broad dispersal, benefiting a range of regional accommodation suppliers, restaurants, cafes and retailers.



THE VERDICT

FROM THE ORGANISER

"Every year we host a breakfast forage at Printhie and it is always a highlight! Besides the beautiful view and the well-kept vineyard, the Printhie staff go above and beyond to ensure the event runs smoothly. The attention to detail sets Printhie above others - they honestly think of everything! We can't wait for them to host our next event!"

Jess Conliffe,
Organiser of The Huddle by Jumbled Online

FROM GUEST

"Participating in The Huddle's Breakfast Forage at Printhie Winery was an exceptional blend of nature and corporate engagement. The 3km stroll through the picturesque Printhie Apple Orchard, complemented by bubbles and breakfast, resulted in a truly distinctive experience.

This immersive event seamlessly integrated corporate networking with the pleasure of uncovering hidden gems within the vineyard. Printhie Winery's meticulous planning and attention to detail not only underscored their expertise in crafting exceptional wines but also highlighted their proficiency in orchestrating distinctive events that leave a lasting impression on all attendees. Even as a frequent visitor to the vineyard, I found myself still captivated by the stunning setting.

The flawless execution by the Printhie team demonstrated their unwavering dedication to delivering a unique and memorable experience for all."

Amy van de Ven,
Business Owner, Quest Orange

FROM PRINTHIE WINES

"This beautiful breakfast experience exceeded all expectations, with our guests pronouncing it a one-of-a-kind event. We enjoy creating bespoke corporate and consumer events of all sizes, tailoring programs to suit our guests' needs and making use of our various on-site venues, including the Packing Shed, Cellar Door and restaurant, Printhie Dining."

Emily Swift,
Marketing Manager, Printhie Wines

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