
ULTIMATE WINERY EXPERIENCES AUSTRALIA



SEPPELTSFIELD ESTATE

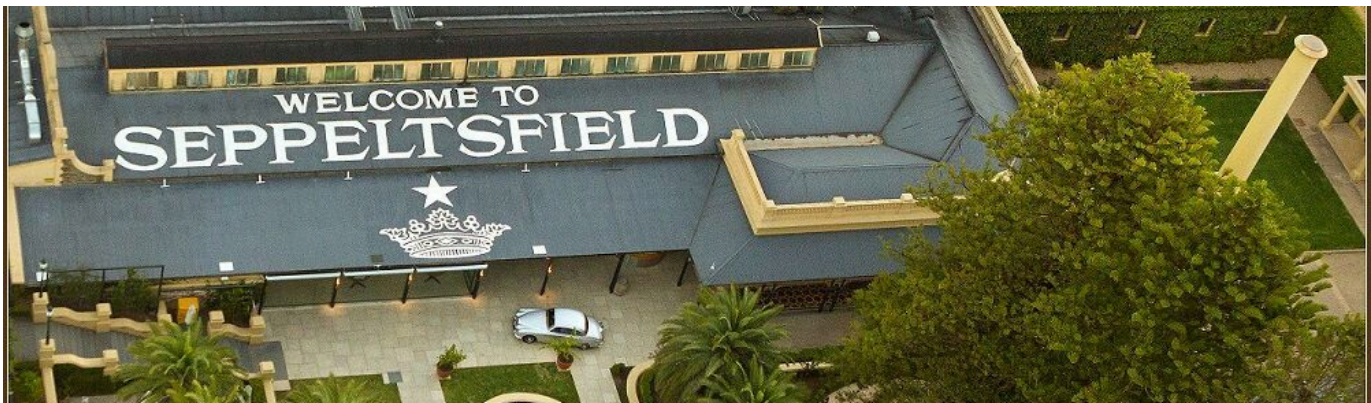
BAROSSA VALLEY,
SOUTH AUSTRALIA

Business Events Case Study

OVERVIEW

Seppeltsfield Estate hosted a lunch for the South Australia Business Chamber, formerly known as Business SA, which is South Australia's largest member-based employer organisation. Having been founded in 1839, it is one of Australia's oldest chambers of commerce. This private lunch was held for fifteen of the top Chief Executive Officer (CEOs) members of Business SA's '1839 Club', a premium invitation-only group of CEOs, company directors, investors, entrepreneurs, and other influential individuals.

The event included a roving lunch where multiple historic venues across the estate were showcased to the attendees, with matched cuisine and wines served at each location.



Winery Address:	730 Seppeltsfield Road, Seppeltsfield, South Australia
Wine Region:	Barossa Valley, South Australia
Business Event Name:	Business SA 1839 Club - Behind the Scenes event
Type of Business Event:	Lunch and private winery tour
Dates:	Friday 19th April 2024
Host Organisation:	South Australia Business Chamber /Seppeltsfield Estate
Organisation/Client Type:	Membership-based organisation
Number of Delegates:	15 pax VIP group
Attendee Origin:	South Australia

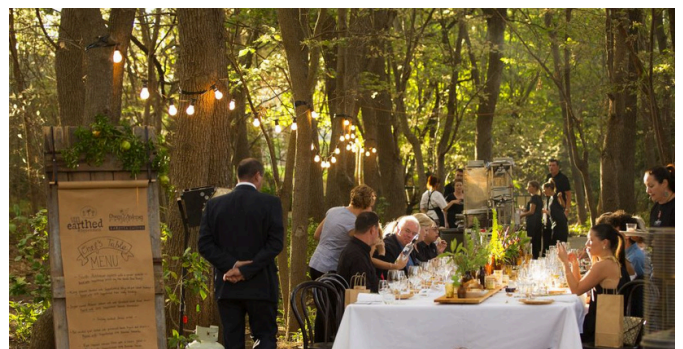
ABOUT SEPPELTSFIELD ESTATE

Established in 1851, Seppeltsfield is an iconic Australian wine estate and has evolved into a unique village offering award-winning wines, cuisine, art, craft, and experiences. It is an approximate one-hour drive from Adelaide, South Australia's capital city, and is located in the beautiful Barossa Valley, which is renowned for its food and wine traditions, hospitality and proud European heritage.

Seppeltsfield is known for its fine wines and rich history with the 420-acre estate offering spectacular surroundings of vineyards, heritage buildings and picturesque landscapes. The winery is a certified member of Sustainable Winegrowing Australia. With total land holdings of close to 9,000 hectares in various areas of South Australia, its Sustainability Action Plan guides continual improvements and outcomes. Seppeltsfield is also a member of the select winery collective, Ultimate Winery Experiences Australia.

Seppeltsfield's tailored business event group itineraries can incorporate wine-matching with cuisine, gastronomic and estate tours, wine laboratory insights and activities such as Segway tours through the vines, JamFactory tours, cooper and barrel firing classes, knife-making and more.

Seppeltsfield offers a range of options for business events groups. Its event spaces are full of character and include the grand Dining Hall which dates back to 1890. There is scope to mingle on the pristine lawns or stage a large group dinner in the Vintage Cellar, with menu options available for groups of 50 to 500, for meetings, lunches and dinners.



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The historic Centennial Cellar, built in 1878, is the jewel in the estate's crown and is home to the winery's legendary 100-year-old Para Vintage Tawny wine, for which it has gained global acclaim.

The Cellar Door is located in the Seppelt Bottling Hall dating back to 1900 - wine tasting experiences can be undertaken at four separate circular tasting alcoves known as 'PODS' and a VIP mezzanine lounge is available for private and luxury wine tastings. Other historic estate features include the Gravity Flow Winery, which was created in 1888 and is built into the hillside on a series of terraces.

The estate's award-winning restaurant, Fino Seppeltsfield, located next to the Cellar Door and overlooking the iconic Seppeltsfield fountain, can also be considered for small group gatherings.

To complete the package for groups, on-site accommodation is available for up to 12 guests in 'The Lodge' which is located only a short walk from the main Cellar Door. Complete with six bedrooms (four with ensuites), large living and dining spaces, a commercial kitchen and impressive grounds, The Lodge is ideal for smaller groups and corporate retreats.

In 2013, the Seppeltsfield village welcomed the arrival of the JamFactory, a not-for-profit cultural organisation that incorporates contemporary craft and design studios, a gallery and a shop, all housed in a historic 1850s stables building. Studio space is available for professional artisans who work in a variety of media, such as knife-making, ceramics, millinery, glass and leather. A walkway through the building enables business event visitors to meet the makers and view their skills in action, with public workshops available for hands-on experiences. The gallery also presents a diverse program of curated exhibitions showcasing local, national, and international works by leading artists.

REASON FOR SELECTING SEPPELTSFIELD ESTATE

Seppeltsfield Estate has hosted multiple events for the SA Business Chamber, ranging from large-scale dinners for 300 guests to this exclusive behind-the-scenes lunch for 15 executives. The winery is a member of the Chamber and offers a range of venues to which its fellow corporate members can bring their guests, staff, and clients to experience an impressive blend of heritage, wines and cuisine.

THE EXECUTION

SA Business Chamber liaised closely with the Seppeltsfield events team to ensure a variety of corporate event venues could be showcased on the day. Guests arrived by coach from Adelaide and were greeted with welcome drinks and canapés in the Vintage Cellar – this was followed by a food history tasting with matched wines in the commercial kitchen, this behind-the-scenes culinary experience delivering insights into the Seppeltsfield Estate history.

The group then took a short walk to view the 1888 Gravity Cellar and Terraced Vineyards, before arriving at the original homestead for a two-course luncheon with matched wines. For the event finale, they headed to the Trophy Cellar and the historic Centennial Cellar to taste the 100-year-old Para Tawny, for which Seppeltsfield is renowned. This unique venue is the only wine cellar in the world to boast a continuous lineage of fortified wines dating back to 1851 - guests can either taste a wine from their birth year or, alternatively, the 100-year-old Para Tawny to complete their Seppeltsfield experience.

Each guest was provided with a wine gift and a mini bottle of Para Tawny, featuring a QR Coded tag to access information on Seppeltsfield corporate events, The Lodge and the award-winning wines.

MOST MEMORABLE ASPECT OF THE EVENT

The overwhelming feedback received from group clients visiting Seppeltsfield makes reference to the winery's capacity and capability to host bespoke events in exclusive and behind-the-scenes areas that are not generally available to the general public – the combination of culture, history, cuisine and wine presents a truly unique and interactive group experience.

THE VERDICT

SOUTH AUSTRALIA BUSINESS CHAMBER

"A group of SA Business Chamber 1989 members were the beneficiaries of the extreme generosity of the Seppeltsfield team and Managing Director Steven Trigg for a behind-the-scenes look at this extraordinary wine tourism destination."

"Entree served in the kitchen by Chef Owen Andrews set the tone for the day, followed by a sensational lunch with matched Seppeltsfield wines in the Homestead, with the tasting of a 100-year-old Para Vintage Tawny a lovely final touch. A presentation by the in-house Cooper saw us exit with a bespoke barrel that will take pride of place in the Chamber. There are so many layers to the Seppeltsfield experience, we only scratched the surface that will reward return visits."

Andrew Kay
CEO
SA Business Chamber

FROM SEPPELTSFIELD

The Seppeltsfield Estate Winery events team was proud to create this bespoke itinerary for the 1839 Business SA group and share the food and wine history of our many Seppeltsfield venues in a creative and educational way. The behind-the-scenes tours, steeped in history and culture, delivered this VIP group with a unique winery experience to remember.

Diana Williams
Head of Events
Seppeltsfield Winery Estate

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