
ULTIMATE WINERY EXPERIENCES AUSTRALIA



d'ARENBERG

**MCLAREN VALE,
SOUTH AUSTRALIA**

Business Events Case Study

OVERVIEW

This three-hour event staged at d’Arenberg Winery was part of the social program for a conference held for a group of New Zealand chartered accountants, and was designed to showcase the beautiful South Australian landscape, unique architecture, inspiring cuisine and superb wines.



Winery Address:	Osborn Road, McLaren Vale, South Australia
Wine Region:	McLaren Vale, South Australia
Business Event Name:	NZ CA(Association of independent chartered accountants)
Type of Business Event:	Social program event as part of a conference
Dates:	November 2023
Host Organisation:	NZ CA
Organisation/Client Type:	NZ association of independent chartered accountants
Number of Delegates:	52 People
Attendee Origin:	New Zealand
Professional Event Planner	Fortis Events, New Zealand

ABOUT d'ARENBERG

d'Arenberg Winery is nestled between rolling hills and a picturesque coastline and is approximately 35 kilometres south of the South Australian capital, Adelaide.

Located in the McLaren Vale region, where the Mediterranean climate is ideal for grape growing, the internationally renowned d'Arenberg range includes more than 80 wines featuring over 30 varieties, with styles including white, red, fortified, sparkling (red and white), and dessert wines.

Estate owners, the Osborn family, have grown grapes and made wine in the McLaren Vale region since 1912 and today a fourth-generation family member, Chester Osborn, is at the winemaking helm.

The winery is a founding member of Australia's First Families Of Wine group which brings together twelve of Australia's oldest family-owned, multi-generational wine businesses. d'Arenberg is also a founding member of the prestige Australian winery collective, Ultimate Winery Experiences Australia.

The award-winning architectural masterpiece, the d'Arenberg Cube, is set amongst the vines and appears to 'float in a vineyard', with each level of the building offering spectacular views.

The Cellar Door is located on the top level of the d'Arenberg Cube, the highest viewpoint in McLaren Vale, which provides a unique location for tastings from the vast wine range. Wine masterclasses are often conducted at d'Arenberg, as are lessons at the famous Blending Bench. This interactive experience invites guests to play winemaker and take home their own personalised bottle of Shiraz.

A suite of dining venues is available at d'Arenberg and include Singapore Circus where this event was held and which has capacity for a maximum of 60 guests for sit-down dining. Other venues include the Tasting Room on level four (cocktail capacity for 100 guests), the Dali @ d'Arenberg gallery space on level two (cocktail capacity for 100 guests) and on the ground floor, the Alternate Realities Museum and also d'Arry's Verandah Restaurant (sit-down dining for up to 50 guests).



THE EXECUTION

Guests arrived by coach at the winery and were escorted to the Alternate Realities Museum located on the ground floor of the striking d'Arenberg Cube building. Shaped like a Rubik's cube, the five-storey building is a feature of the estate and is a globally recognised McLaren Vale landmark. Canapés and welcome drinks featuring several d'Arenberg wines were served as guests roamed the museum and explored the wall-to-wall art installations.

Progressing to level two of the d'Arenberg Cube building, the group then visited the exclusive Salvador Dali exhibition, Dali @ d'Arenberg, which is being staged at the winery until 2025. An alternative selection of canapés and two more d'Arenberg wines were offered, with guests again strolling the venue to view the unique surrealist exhibition featuring 25 authentic Dali bronze sculptures and graphic artworks.

After an intriguing interlude in the gallery, guests moved to the ultimate dinner venue on level three, one of the property's restaurants, Singapore Circus. Specialising in a melting pot of South-East Asian-inspired cuisine, the group enjoyed a sit-down banquet dinner and the opportunity to taste a selection of five more d'Arenberg wines.

Upon departing the cube an external projector lit up the outside of the cube with moving colours. This is only turned on for special events in the evenings and only visible once dark outside, giving guests two completely different views of the cube. As they left this was one last surprise to complete the evening.



ENVIRONMENTAL SUSTAINABILITY KEY AT d'ARENBERG

d'Arenberg demonstrates a strong commitment to creating harmony between environmental sustainability and wine industry practices. These many initiatives include:

- Certification with Sustainable Winegrowing Australia
- Completion of Eco Tourism Australia's Strive 4 Sustainability Scorecard, achieving a total of 93% in Sustainable Management, as well as Environmental, Cultural and Socio-Economic impacts
- Selected d'Arenberg estate and leased vineyards are certified with the National Association for Sustainable Agriculture Australia for organic and biodynamic processes, with organic practices also followed in the winemaking
- A 200 kW and a 100kW solar PV generator delivers approximately 30% of the electricity used in the d'Arenberg manufacturing process, reducing greenhouse gas emissions at the site by more than 181 tonnes of Carbon Dioxide per year – a 30% reduction
- Three hectares of land located adjacent to d'Arenberg's winery is designated as protected heritage scrub, dedicated to the conservation of native vegetation and native fauna

MOST MEMORABLE ASPECT OF THE EVENT

Amongst the many special features of the evening mentioned by the event organiser and guests were the spectacular 360-degree views from the top floor of the d'Arenberg Cube, with the charming vista extending over the rolling hills and wine country out to the Gulf of St Vincent.

The stunning projections displayed on the exterior facade of the d'Arenberg Cube, as guests were departing at the end of the evening, ensured they would be left with a final memorable impression of their evening spent at the d'Arenberg Winery. This projection feature can be customised for business event groups wishing to highlight logos, corporate designs or a specific colour palette for guests as a final departure flourish, as was the case with this conference group.

THE VERDICT

FROM NZ CA (ASSOCIATION OF INDEPENDENT CHARTERED ACCOUNTANTS)

"NZ CA hosted a dinner at d'Arenberg during our recent offshore conference. The venue blew everyone away and the food and wines were amazing. Would definitely recommend d'Arenberg for a memorable event."

Heather Menzies
Conference & Administration Manager
NZ CA

FROM d'ARENBERG

"It was a pleasure to host this event and share with the attendees the innovative approach d'Arenberg takes on not only events, but also the varieties of wine made, the names of our wines, and the vision behind the d'Arenberg Cube."

Hannah Hobbs
Tourism & Events Officer
d'Arenberg

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