

BAROSSA UNBOTTLED

A DEEP DIVE INTO WINE BUSINESS, BRANDING AND COLLABORATION

6 FEBRUARY 2026

WELCOME TO BAROSSA

ARRIVAL DAY - 6 FEBRUARY

Please ensure you wear comfortable shoes, as you will be walking around in wineries including an e-cart tour.

REGIONAL OVERVIEW OF BAROSSA

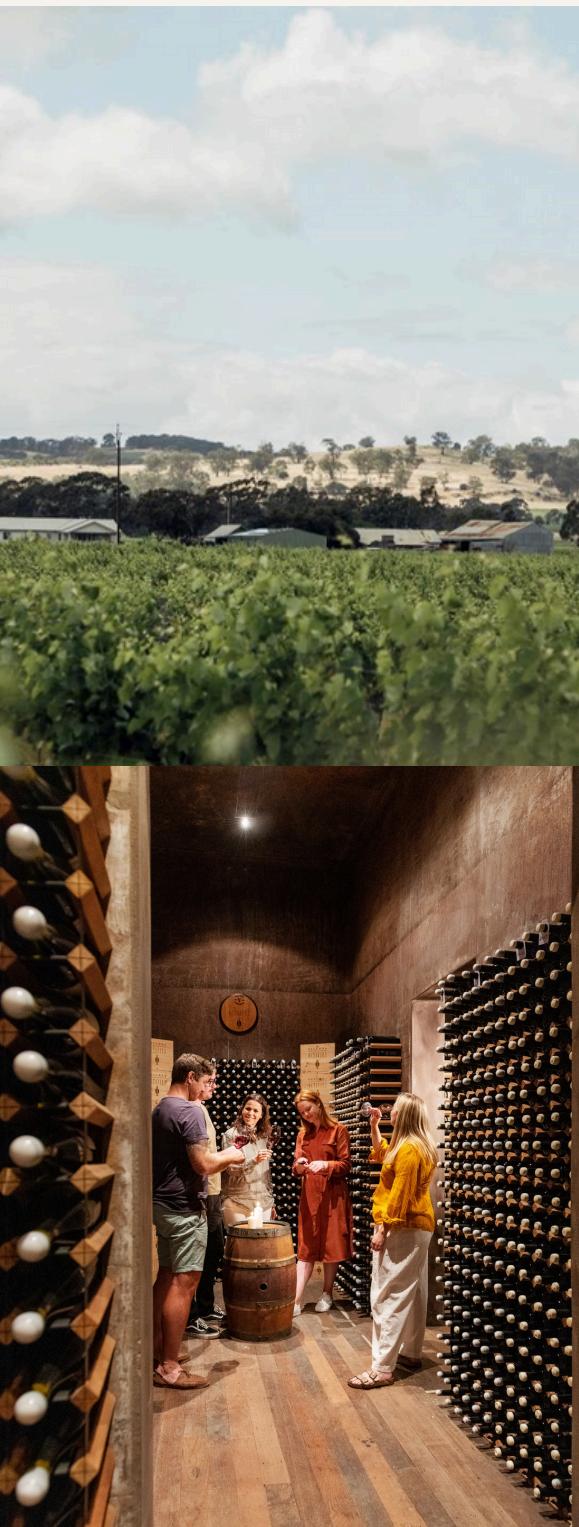
Start your Barossa journey at Mengler Hill Lookout with Barossa Australia CEO, Scott Hazeldine. From the ridgelines to the roots, Scott offers a grounded and insightful take on what shapes this place – its ancient soils, rich cultural layers and the people who bring it to life. It's a relaxed but thoughtful welcome to Barossa's wine story, setting the scene for a day of discovery and connection.

YALUMBA

Next, travel to Yalumba Winery for a guided tour and tasting with Louisa Rose, Yalumba's winemaker and head of sustainability. Yalumba stands out as Australia's oldest family-owned wine company, a business shaped by generations of long-term thinking and genuine care for place. The family ethos is reflected in the way vineyards are managed, fruit is crafted, and futures are planned. Louisa will share how Yalumba balances creative winemaking with robust sustainability practices, inviting you to consider how heritage, innovation, and environmental stewardship operate together in a globally engaged wine business.

THE BAROSSA CELLAR & LUNCH

Gather at The Barossa Cellar for a relaxed shared lunch, hosted by Barossa Australia CEO Scott Hazeldine and Head of Brand & Demand, Ruby Stobart. You'll be joined by a small group of local business owners who bring different perspectives from across the region's wine and tourism community. Before lunch, take a short tour of The Barossa Cellar Wine Vault – home to a remarkable collection of wines from Barossa's top vineyards, built by the region, for the region. Then sit down to a seasonal menu by Ryan Edwards (StoneJar Catering), where good food and wine set the scene for real conversations, open Q&As, and fresh insights into the business of Barossa.





LAMBERT ESTATE

In the afternoon, head to Lambert Estate for an e-cart vineyard tour with owners Kirk and Vanesa Lambert. Lambert Estate is a family-owned, vertically integrated wine business that brings together vineyard, winery, and hospitality under one roof. Rooted in both Barossan and American heritage, their model blends tradition with a fresh, global outlook. Kirk and Vanesa will guide you through the estate by e-cart, offering insight into their hands-on approach, sustainable practices, and how they create value across the wine tourism experience. It's a relaxed, immersive look at how a modern, family-run estate balances production, branding, and place.



ARTISANS OF BAROSSA

Wrap up the day at Artisans of Barossa, a collaborative space bringing together eight small-batch winemakers under one roof. More than a tasting room, Artisans is a working example of cooperative business in the wine industry - where independent brands maintain their identity while benefiting from shared resources, distribution, and storytelling. You'll meet a few of the artisans themselves, hear how this model supports innovation and resilience, and taste one or two of their wines along the way. It's a chance to explore how collaboration can drive diversity, creativity, and connection in the Barossa wine scene.



TRAVEL BACK TO ADELAIDE

AWBR Conference itinerary



| Friday 6 February | | SOCIAL HANDLE | Host |
|-------------------|---|----------------------------|--|
| 07.45 - 09.00 | Transfer to Barossa | | |
| 0900 - 0920 | Welcome to Barossa from Menglers Hill Lookout, Menglers Hill Rd, Bethany 5352 | | Scott Hazeldine CEO Barossa Australia |
| 0920 - 0930 | Travel to Yalumba Winery - 40 Eden Valley Road, Angaston 5353 | | |
| 0930 - 1130 | Guided tour and tasting at Yalumba winery | <u>Yalumba</u> | Louisa Rose Winemaker & Head of Sustainability |
| 1130 - 1145 | Travel to The Barossa Cellar - 991 Stockwell Road, Vine Vale 5352 | | |
| 1145 - 1215 | Tour of The Barossa Cellar | <u>The Barossa Cellar</u> | Louisa Rose Grand Master, Baron of Barossa & Ruby Stobart Head of Brand & Demand Barossa Australia |
| 1215 - 1345 | Lunch at The Barossa Cellar | | Various business owners in Barossa |
| 1345 - 1400 | Travel to Lambert Estate - 55 Long Gully Road, Angaston 5353 | | |
| 1400 - 1530 | E-cart vineyard tour at Lambert Estate | <u>Lambert Estate</u> | Kirk and Vanesa Lambert - Owners Lambert Estate |
| 1530 - 1545 | Travel to Artisans of Barossa, 24 Vine Vale Road, Tanunda 5352 | | |
| 1545 - 1700 | Meet with the Artisans and taste one or two of their wines | <u>Artisans of Barossa</u> | Tim Duval - John Duval Wines and a couple of Artisans |
| 1700 - 1800 | Travel back to Adelaide | | |

Get ready for your Barossa experience and learn some fun and little-known facts about the Barossa...

- Become an official Barossa Explorer - <https://barossawine.com/courses/barossa-find-your-place-in-our-story/>
- Become an official Barossa Adventurer - <https://barossawine.com/courses/barossa-adventurer/>
- Test your knowledge and go up against the best of the best Barossa aficionados playing the Barossa Wine Game - <https://barossawine.com/game/barossa-wine-game/>
- Get Social and follow us at
 - [@BarossaWinesInstagram](https://www.instagram.com/@barossawines)
 - [@BarossaWinesFacebook](https://www.facebook.com/BarossaWines)

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