

TALTARNI

Packaging





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Established in 1969, Taltarni is a founding winery of Victoria's Pyrenees wine region. The picturesque 700ha property, purchased by current owner John Goelet (and Red Earth Nominees) in 1972, released its first wine in 1977. Today Taltarni has 132ha of vines. The Taltarni brand had, and has, a legion of loyal followers. Customers loyal to the brand had grown attached to the French inspired style of the label and cartouche emblem/identity.

However, in an ever increasing crowded market an upgrade of the label range was required to ensure the future sustainability of the brand. Retaining and reinventing the cartouche emblem the individual labels were created to reflect the relevant price point of each market segment. The final range embodies the rich French heritage of wine making with a modern shelf presence that will carry the brand into the future.