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Hello,

Can you believe we are already two months down and only ten more to go before Christmas!

In this issue of Xact News, we take a look at Australia's Wine industry. With over 60 designated wine regions & diversity of grapes, Australia has an array of quality wines to offer to the world at every price point. Get an overview of the Australian wine industry, take a peek into their wine history and how Xact can provide wine labelling solutions to meet the ever-changing demand of the industry.

It's our Birthday next month, so don't forget to call and wish us birthday or drop in for some yummy cake!

And see what Mike Davis, Director of Xact Labels is up to as the RBA President.

Read on, give us some feedback and have a good week.

Marketing

>> Australian Wine Overview

- Australia has approximately 2,420 wine companies (2009)
- Wine is fourth on the list of Australian farm exports after beef, wool and dairy
- Australia is the world's fourth largest wine exporter by volume, right behind Italy, France and Spain
- Domestic sales of Australian produced wine in 2009 was 429.9 million litres
- Australia's first commercial vineyard and winery were established in the early 1800's
- Australia claims some of the oldest vines in the world dating back to the 1850's
- Over 60 designated wine regions produce in excess of 100 different grape varieties
- The United Kingdom is currently Australia's number one export market by both volume and value



Source: Wine Australia

>> From Grapes to Glass - A Story of Achievement



A fairly new comer to the world of wine, and a relatively young country, Australia has conquered the mainstream wine consumer market.

Going from net importer to renowned exporter of high quality wines in just over a decade, Australia boasts of wines that have established a reputation for winemaking excellence that cannot be duplicated.

In the mid 1980's, Australia exported 2% of it's total production. Exports now total 32% of total production (compared to 17% for the major producers, France and Italy). This reputation will unquestionably grow as Australia's innovation and standards continue to rise.

To quote Rober Hill Smith, Managing Director Yalumba Wine Company, South Australia, "We are 160 years young, dynamic and looking confidently towards the future."

[To continue reading click here.](#)

>> Wine Label Solutions by Xact

The wine market represents a tremendous opportunity for labelling,

often with specialty requirements and value-added designs. A healthy growth for the wine label market is predicted, as the market share of pressure-sensitive labels continues to increase.

Brand Image is crucial in the wine industry. It helps to underline the quality of the wine to the consumer. As the market evolves and new opportunities emerge, Xact Labels can provide solutions that can help you create a powerful point of differentiation from the competitors. Our wine labels can help you achieve the brand advantage you need.



[Click here to find out more about Xact's wine label solutions or to order your wine labels.](#)

>>And Xact Turns 15!



Come 11th April and we turn 15!

Do drop in to wish us and don't forget those birthday presents.

>> Musings of the RBA President Mike Davis

● Pathways Trust Seeks Cool Life Experiences.

As an initiative to encourage and reward younger employees that contribute to business success and demonstrate the philosophy of 'pride in workmanship', PATHWAYS TO THE FUTURE TRUST holds a fund raising golf and auction event to meet this objective. This year the event will be held at the wonderful Titrangi Golf Club on 24th March followed by an awards evening and auction night.

This year, Xact's Mike Davis is driving the Pathways Trust Auction campaign to raise auction items that can provide cool life experiences. Items secured so far include five-day accommodation at Paku Lodge in Coromandel, artwork by Titrangi artist Jeryll Perrot, Prestige Escape Package, Hot Car Laps, Face & Body Pamper Packs, Wine bottle signed by Paula Bennett and products donated by Methven, The Bed Factory, GT Radials, Key Imports and George Walkers.

If you have a clever idea for an auction prize and would like to contribute, do not hesitate to call or email Mike Davis at 09-985 3000 or miked@xactlabels.co.nz

[To read more about Pathways Trust click here.](#)

● Christchurch Heart Appeal

Christchurch Hearts T-shirts have been created by the Christchurch Heart Trust. Mike would like to request everyone to support the Trust by purchasing a T-shirt. All proceeds will be donated directly to the people of Christchurch.

[Please visit www.chcheart.co.nz to buy a tee.](http://www.chcheart.co.nz)

WineTalking...

**"Yes, he is single,
but he thinks he is 1935 Chateau Latite-Rothschild"**



The Team at Xact Labelling

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