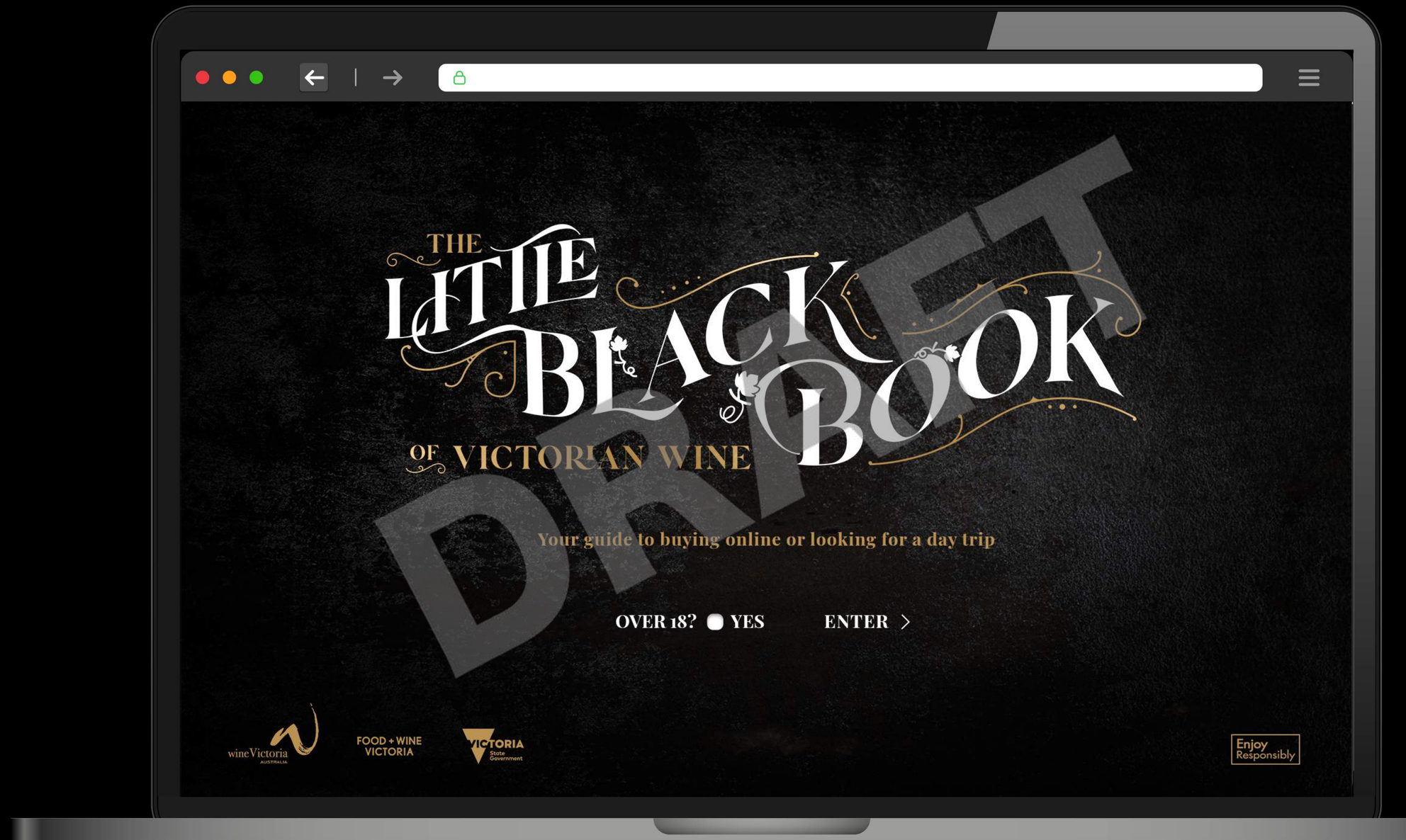
wine Victoria
AUSTRALIA


THE LITTLE BLACK BOOK
OF VICTORIAN WINE
DRAFT
Your guide to buying online or looking for a day trip
OVER 18? YES
ENTER
wineVictoria AUSTRALIA
FOOD + WINE VICTORIA
VICTORIA State Government
Enjoy Responsibly

VICWINES.COM.AU - A COMPREHENSIVE, SEARCHABLE GUIDE TO VICTORIAN WINERIES

LAUNCHING DECEMBER 14

Introducing VICWINES.COM.AU a new consumer website by Wine Victoria, developed to help buyers filter wineries by location, taste preferences, winery credentials such as sustainability or accessibility features.

The website is designed for user experience, customised by location to give accurate data to support day visits and pop ins, as well as supporting direct sales with clear BUY ONLINE call to actions.

The database lives until the title *The Little Black Book of Victorian Wine,* and will be supported with a broad digital campaign, targeting Victoria's top drinkers.

HOW TO GET INVOLVED

We are utilising the Australian Tourism Data Warehouse to pull up to date data from Victorian Wineries in to our website.

We have chosen the ATDW to minimise barriers of entry to wineries, with nearly 400 Victorian wineries already registered.

With the ATDW feed, wineries can register or update their listing at any time, and the changes will automatically feed in to *The Little Black Book.*

REGISTER OR CHECK YOUR LISTING

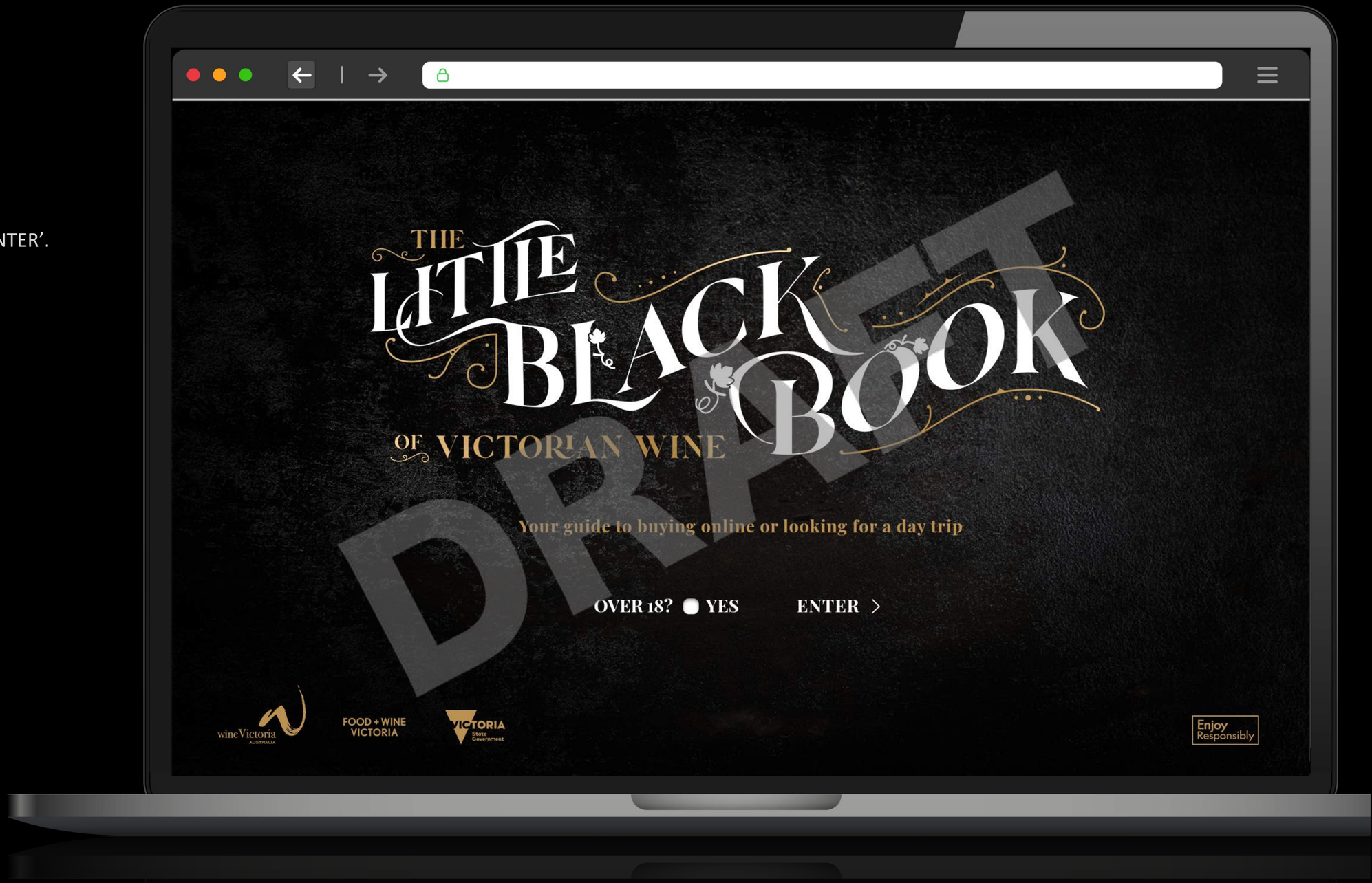
To make the customer experience as optimal as possible, we recommend paying close attention to the following categories. Fill out as much as you are able to, and don't worry if you can't get everything in - you can always update it when you get a chance.

Winery Details	Address, URL, Hero Image, Name	These build your listing display
Variety Details	Umbrella options (red, white, sparkling, etc.) Specific specialist varieties.	Umbrella categories (red, white, sparkling etc.) help build your listing display. Any additional information helps us filter customer preferences further. Customers can use the 'free search' function to find a winery with a specific variety (i.e. Aglianico) so the more information you input.
Wine Region	Wine Region will automatically populate a pillar as well, where applicable (i.e. Mornington Peninsula will generate a second 'Pinot Coast' tag.)	This helps customers find wineries near them, and allows us to build specific travel time between a user and the winery.
Winery Facilities	We are looking at: Food/drink, accessibility, pet friendly, sustainability and luxury tags	**How we define these** Food/drink - check 'meal service' Sustainability - appropriate tags under wine styles and making, and/or inputting a Sustainable Winegrowing Australia Membership Pet friendly - check 'pet friendly' Luxury - check 'luxury' Accessible - check 'accessible' and/or input an Accessibility Certification
Taste	Taste preferences are built off varietal information and wine styles and making sections.	For instance, if you check any 'Alternative Wine Styles' or 'Winemaking / Viticultural Practices' that we deem alternative (i.e. Orange / Skin Contact Wine) this will generate this tag.

THE LITTLE BLACK BOOK OF VICTORIAN WINE

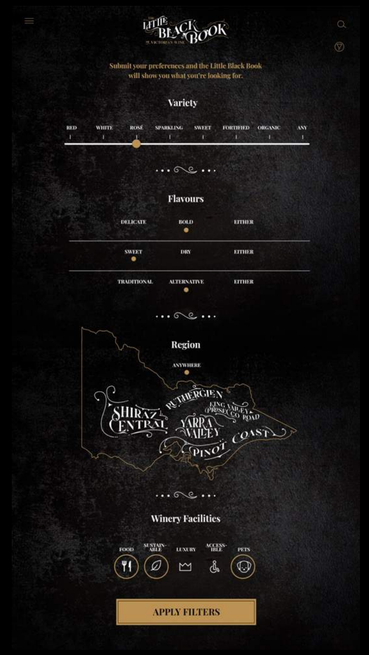
LANDING PAGE

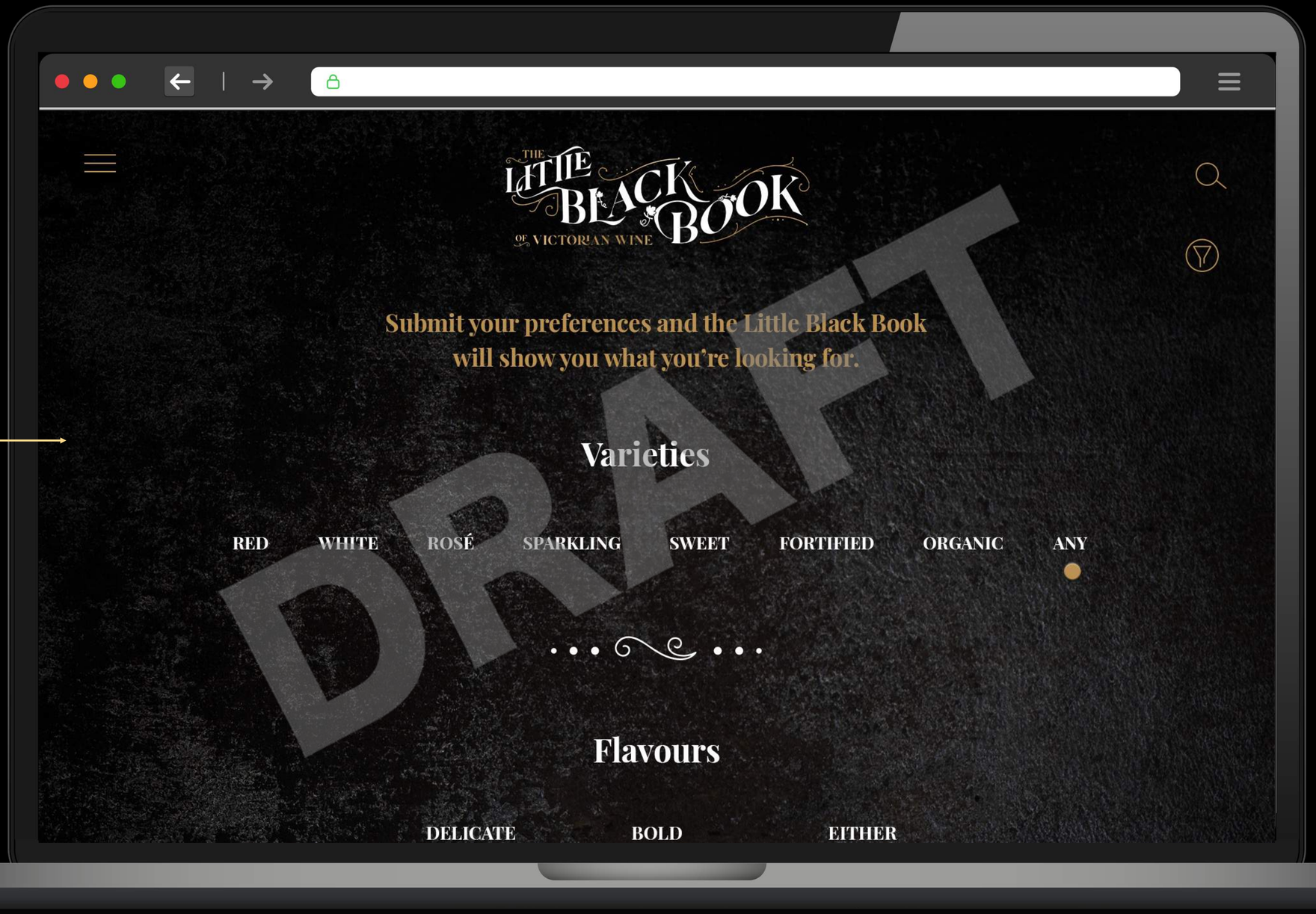
User ticks the box and taps ‘ENTER’.



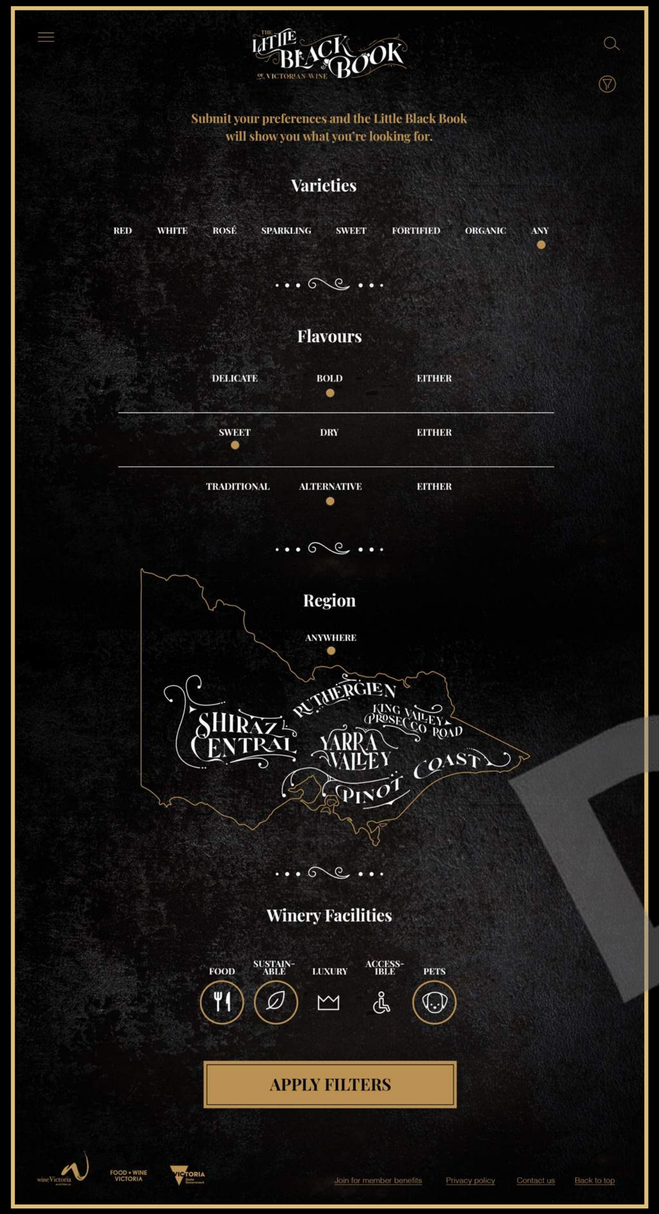
HOMEPAGE

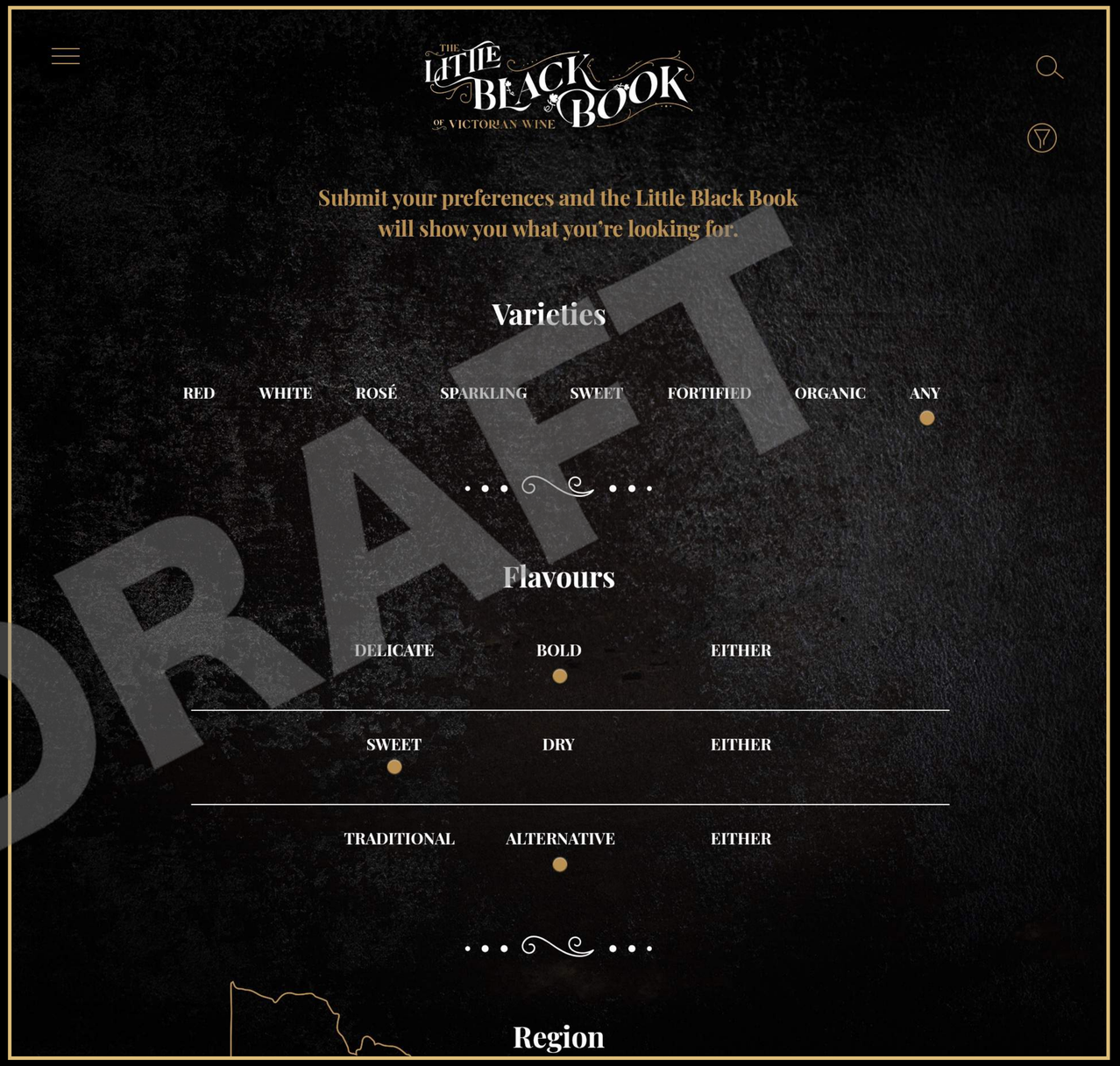
Dive straight into customising your search results with a comprehensive survey of preferences.



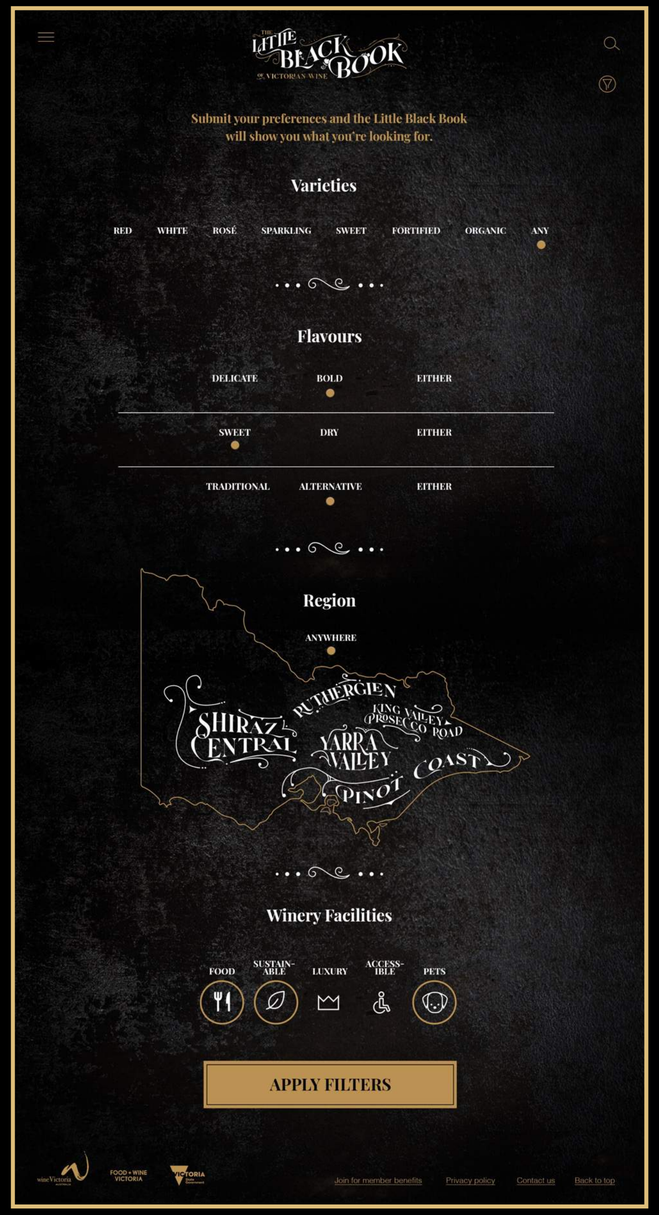


HOMEPAGE CLOSE-UP





HOMEPAGE CLOSE-UP

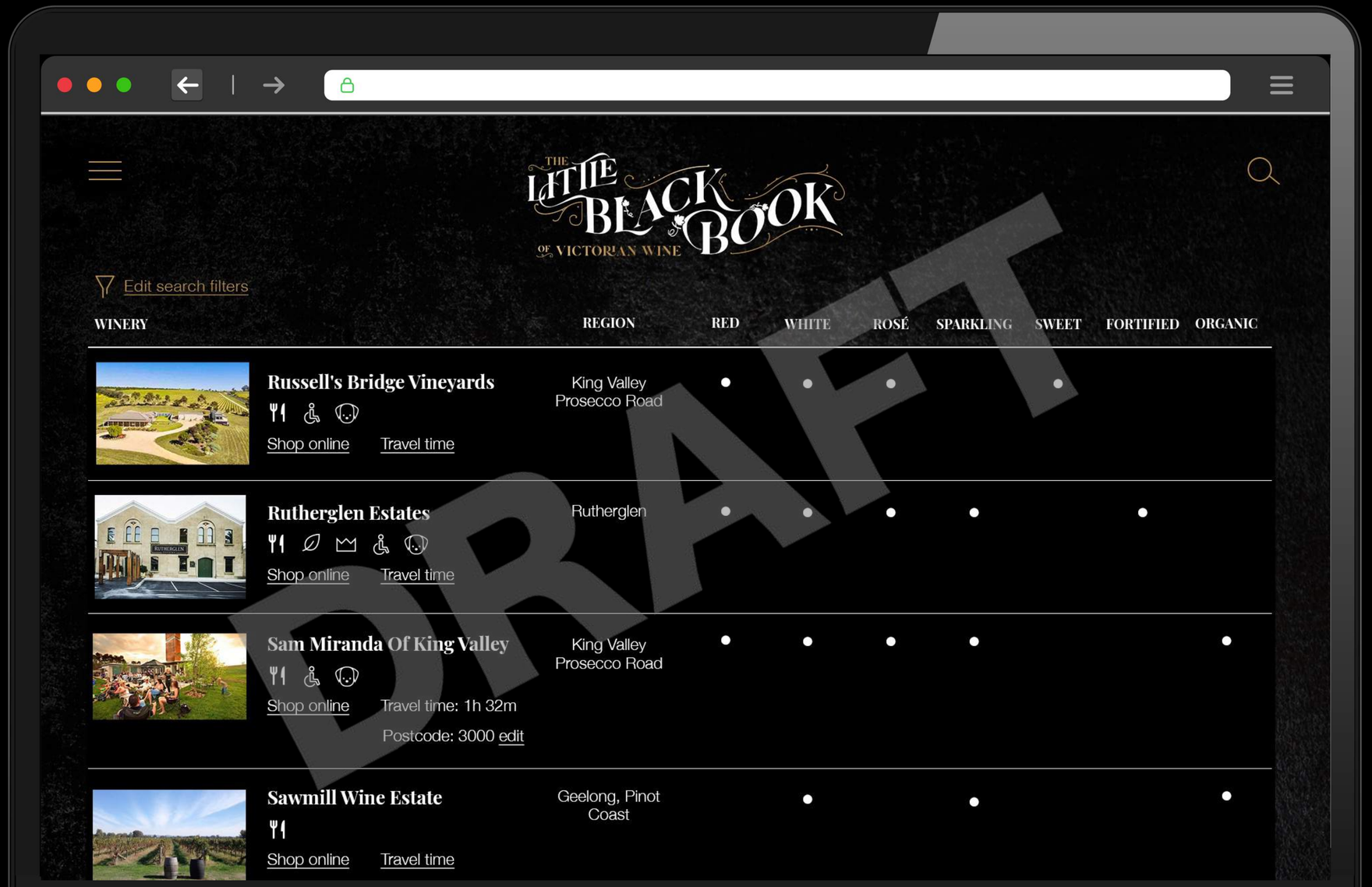


SEARCH RESULTS

Search results to display:

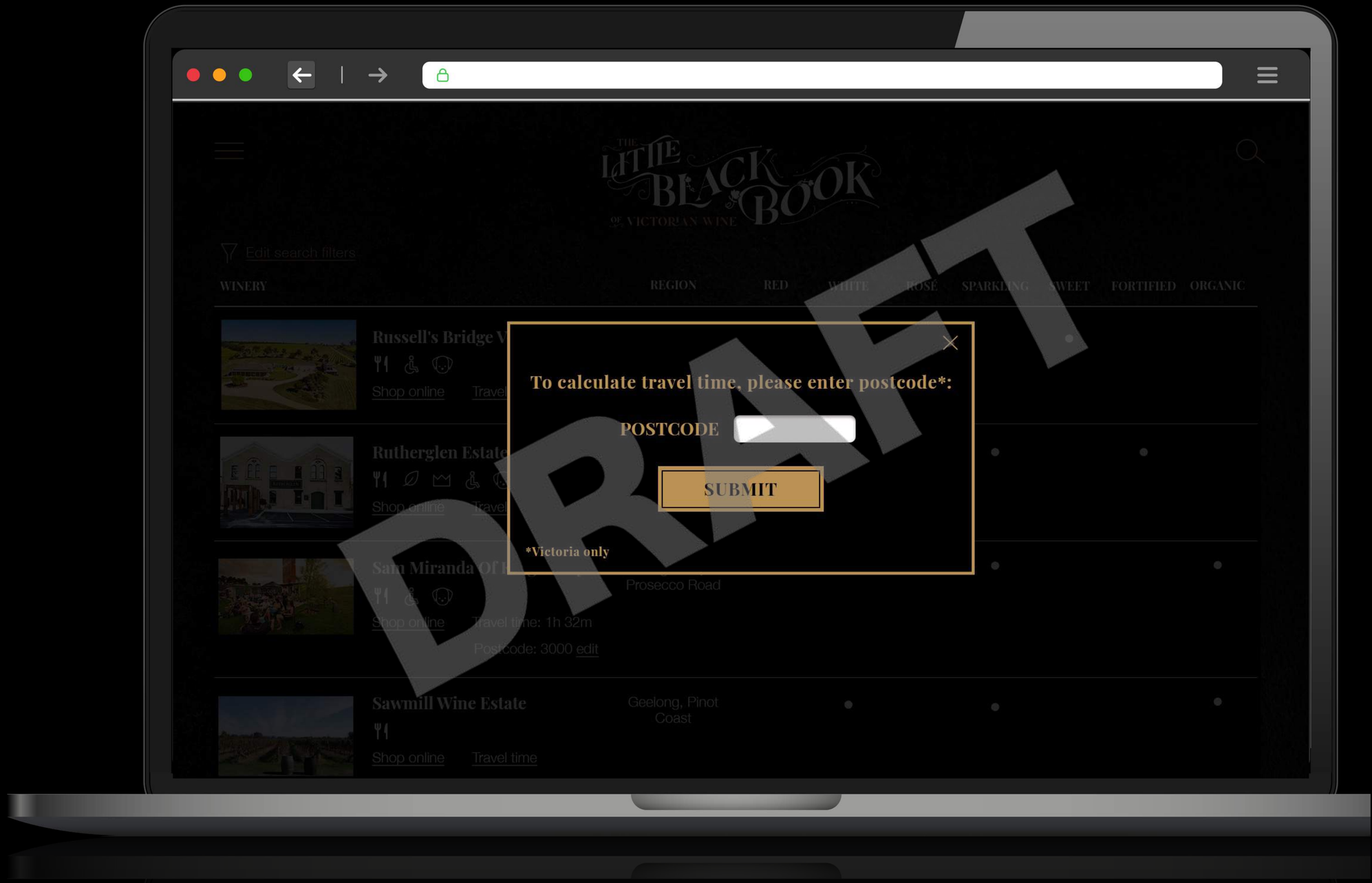
- Winery name (links to their URL)
- Winery image (links to their URL)
- Icons for facilities
  - Food
  - Sustainable
  - Luxury
  - Accessibility
  - Pet friendly
- ‘Shop online’ (links to their URL)
- ‘Travel Time’ (Populates the travel time - see next page)
- Wine Region
- Wine categories

The list will be scrollable with the headers always visible.



SEARCH RESULTS

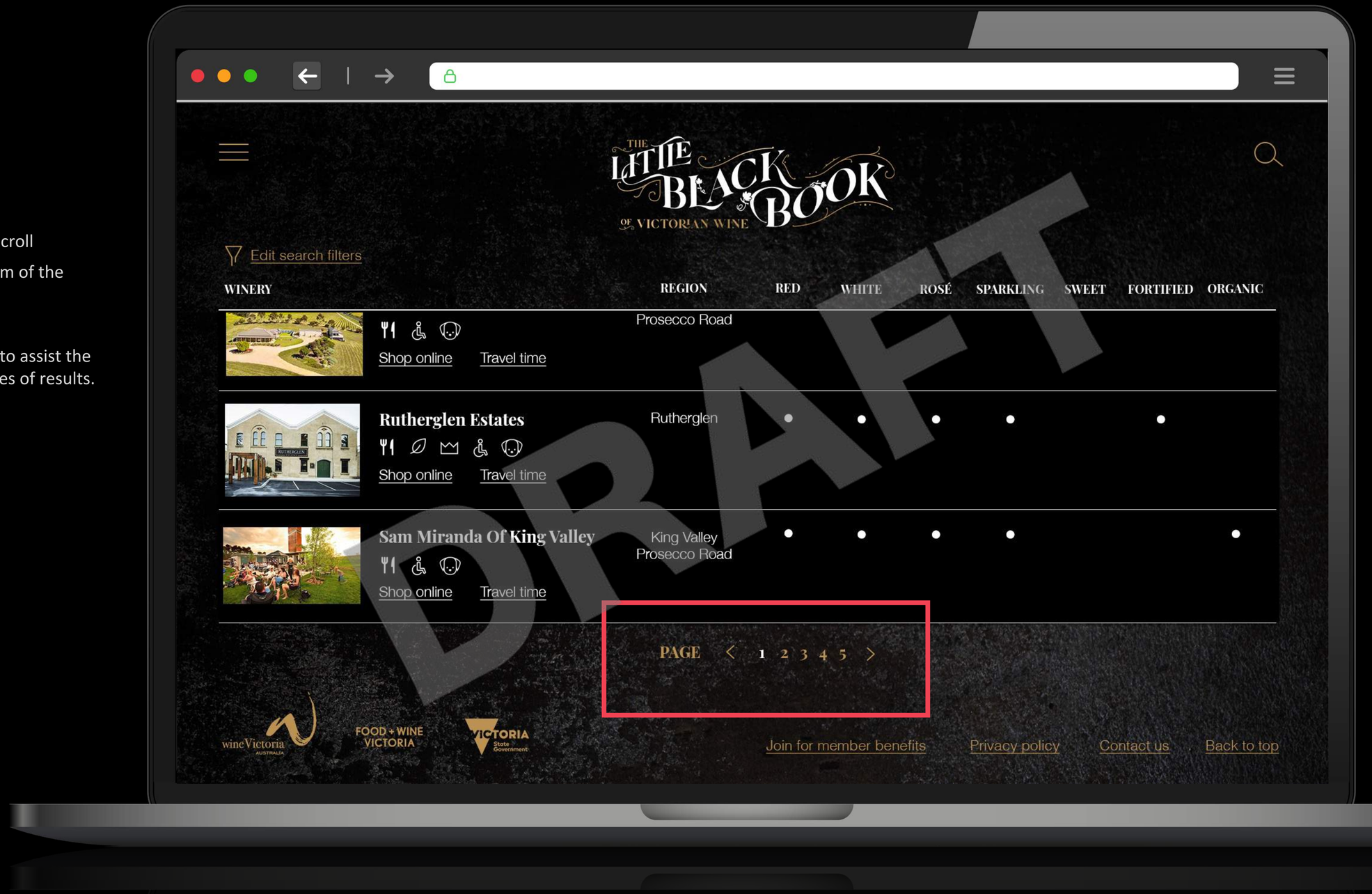
Travel Time Pop-up



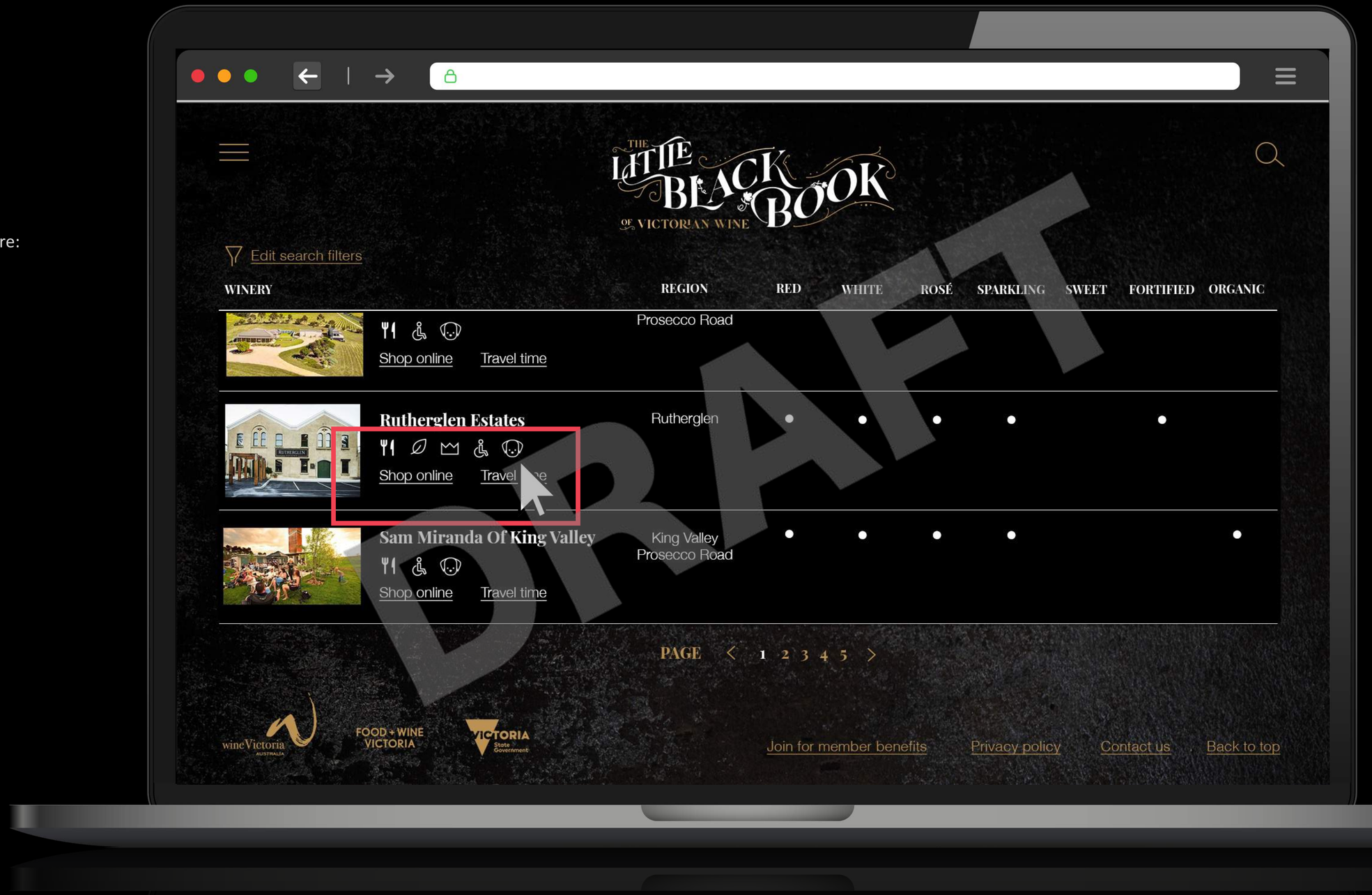
SEARCH RESULTS SCROLLED DOWN

There will be 10 search results to scroll through before reaching the bottom of the page.

Page markers will be placed there to assist the user in navigating through the pages of results.



TOOL TIPS

The roll-over words for the icons are:

- Food
- Sustainable
- Luxury
- Accessibility
- Pet friendly (ask first)