



**WAKEFIELD**

OF CLARE VALLEY AUSTRALIA

The wine is everything.



## A Family Affair



After more than three decades in South Australia's Clare Valley, Wakefield Wines remains proudly family owned and run. From day one, the vision to build Australia's most successful family owned wine company was shared by the Taylor family, led by Bill Taylor who started the company with his father, Bill Taylor Snr, and his brother John Taylor in 1969.

A strong reputation was quickly established with their first vintage of cabernet sauvignon in 1973. The wine not only claimed gold medals at every national wine show but was also awarded the Montgomery Trophy at the prestigious Adelaide Wine show.

Today, the family heritage continues to be nurtured and expanded under the watchful eye of Bill Taylor, who is Chairman of the company, and his sons. Mitchell is Managing Director and consulting winemaker. Mitchell's brothers, Justin and Clinton also have key roles within the family firm. To remain at the forefront of the Australian wine industry, Wakefield has continued to ensure the winery challenges world standards through progressive practices. This is seen in the family's commitment to bottling all wines under screw cap from the 2004 vintage going forward - the first major Australian wine company to do so.

The ability of Wakefield to meld family tradition and innovation has resulted in more than 400 medals and awards, including a double gold medal for the 2005 Jaraman Shiraz and 2003 St Andrews Shiraz at the 2008 International Wine and Spirits Competition in London.

This success demonstrates the company's commitment to making outstanding wine that is consistent, reliable and, above all, great value. With family nous, Wakefield has been able to thrive in a competitive marketplace, because to them, the wine is everything.

### **Mitchell Taylor – Managing Director & Consulting Winemaker**

Following in the footsteps of his father Bill Taylor and grandfather Bill Taylor Snr, Mitchell Taylor was appointed Managing Director of Taylors Wines in 2000.

Prior to formally joining the family business in 1988, Mitchell completed a Bachelor of Commerce at the University of NSW, before undertaking his Bachelor of Science - Oenology at Charles Sturt University, which he completed in 1995. Mitchell also worked for a number of years in business and commerce in London.

Mitchell's passion for the wine industry has led him to work in all facets of the family business from export and finance director to winemaker. Mitchell worked at the winery throughout the 80's and completed vintages as a winemaker from 89-97 while studying for his Oenology Degree at Charles Sturt University which he graduated from in 1995.

Mitchell's commitment to the Australian wine industry is reflected in his involvement with industry associations. Mitchell is presently Director of a number of key industry associations such as Winemakers Federation of Australia and also Liquor Merchants Association of Australia Ltd. Mitchell was also Chairman of the National Alcohol Beverage Industry Council (NABIC). Mitchell also lends his expertise to the judging arena and has been an associate judge at a number of wine shows in Australia and overseas.

It is Mitchell's vision, that through these memberships, he is able to promote the premium quality wine being produced in Australia, influence positive change for Australian wineries and wine-drinkers and advocate a culture of wine consumption that is enjoyed, yet controlled.



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### **Bill Taylor – Chairman**

Bill Taylor, always a highly regarded figure in the Sydney hospitality industry, was instrumental in the establishment of what is now regarded as one of the finest Australian table wine brands. It was his appreciation of the great wines of the 'old world' that inspired the family to eventually purchase land in the Clare Valley and plant a considerable amount of cabernet sauvignon for table wine production – when everyone else was producing fortified wines. He maintained that the family estate could produce wines to rival the best from Bordeaux and it was his 'personal mission' to prove it.

Through his earlier hotel and wine distribution businesses he brought to the business an intimate knowledge and an appreciation of what the end wine consumer ultimately wants – quality wines that are always accessible.

Although Bill now is less involved in the day-to-day operations of the family business, he is still very much a driving force behind the vision of the company. Bill has instilled in his children an interest in quality winemaking and a commitment to the old world estate philosophy and new world innovation.

For almost four decades Bill has been instrumental in ensuring that Wakefield is both vigilant and forward thinking, ensuring it always adheres to the family's reputation for producing high quality, flavoursome and approachable wines.

### **Justin Taylor – USA Market Manager**

Justin joined the Wine Sales team of the family business in 1998 and became National Sales Manager in 2000.

At Wakefield, the wine is everything and Justin's sales skills combined with his expert knowledge of wine were warmly welcomed into the business. His passion for selling the family wine successfully grew domestic sales of Taylors wines an amazing 15-20 percent on average per year since being appointed National Sales Manager. During this time, he also grew the sales team from 18 to 40 employees, including four Sales Support staff, five State Sales Managers and two National Account Managers.

In July 2008, Justin was appointed to the position of USA Market Manager and he has since relocated to Atlanta, Georgia USA to promote the Wakefield brand.

### **Clinton Taylor – Project Manager – Sales & Production**

Clinton Taylor joined the family business in 1995 and was appointed National Account Director, managing the company's customer relationships with Australia's leading wine retailers.

In June 2007 he was appointed as Project Manager – Sales & Production. This role involves being the key liaison between the Production and Sales & Marketing. Key projects will include Risk Management, Winery Development, Environmental Committee, New Projects with the Chains and Brand Ambassadors.

During vintage each year, Clinton also assists with general winemaking duties. Like his elder brothers, Clinton has an inherent interest in winemaking and strives to uphold the family's core vision of being Australia's most successful wine company as well as maintaining its proud family owned heritage.