



JACOB'S CREEK™



St. Hugo™

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ATE24
MELBOURNE / NARRM
AUSTRALIAN TOURISM EXCHANGE

MELBOURNE
EVERY BIT DIFFERENT

TOURISM AUSTRALIA

THE BAROSSA

AUSTRALIA'S PREMIER WINE REGION

A 60-minute drive north-east of Adelaide, the Barossa is an internationally acclaimed wine region, with some of the oldest vine plantings in the world.

Emulating its European heritage, the Barossa is made up of a collection of towns, villages and hamlets, each with their own individual charm.



The Barossa's geography is dominated by valley floors and rolling hills with a generally Mediterranean climate.

The region is particularly well suited to growing Shiraz, however it's also known for growing quality Riesling and Grenache fruit.

The Barossa's unique terroir makes this region special. In a relatively small area, there is a wide range of soil types, climate variations and topography, which all contribute to producing distinct and exciting varieties.



JACOB'S CREEKTM

A DROP WORTH SHARING

A hand is pouring red wine from a bottle into a glass. The bottle has a dark label with gold and red text. In the background, a woman with long dark hair is smiling. On the left side of the image, there is a large, stylized gold flame-like graphic.

OUR SIGNATURE EXPERIENCES

DELIVERING A DEEPER CELLAR DOOR TASTING EXPERIENCE,
DRAWING VISITORS TO OUR HOME TO ENGAGE AND INSPIRE
*With new times, comes new opportunities to engage & discover our range of
immersive wine experiences.*

GUIDED WINE TASTING

Learn About Wines Through Expert Guided Tastings

CELLAR DOOR TASTING

Our tasting experience at Jacob's Creek will offer a choice of flights to suit different palates, and focus on showcasing our wines that are exclusive to cellar door.

Light & Fresh \$10pp

New Release & Favourites \$10pp

Our Limited Release Selection \$15pp

Cellar selection \$20pp

30 MINS | AVAILABLE FOR UP TO 6 PAX

GROUP TASTING

A tasting that offers something for everyone! Explore a selection of white, rosé and red wines, plus enjoy a taste of one of our icon ones as part of the experience.

45 MINS | \$20pp | MIN 6 PAX, MAX 20 PAX





DOUBLE BARREL EXPERIENCE

A unique sensory wine tasting experience

DOUBLE BARREL WINES

Our most significant global wine innovation to date is DOUBLE BARREL – Jacob's Creek was the first winery to trial ageing wine in whisk(e)y barrels beginning in 2013.

Today the range has evolved significantly to include many wine varietals & the use of many different spirit barrels such as cognac & rum!

THE EXPERIENCE

Enjoy an in-depth, sensory experience where your host will guide you through the evolution of the Double Barrel range. Walking you through the original concept, the innovation and the premiumisation of this unique style of wine-making.

Signature Experience: \$75pp

Signature Experience & 'Feed Me' Lunch: \$185pp

60 MINS | MIN 2 PAX, MAX 8 PAX

AVAILABLE AT 11AM AND 2PM DAILY





PICNIC EXPERIENCES

Enjoy wine & food experiences on the picturesque lawns of our Jacob's Creek cellar door.

PICNIC PERFECT

We offer a complimentary glass of sparkling and vineyard tour on arrival. Tasting flight at Cellar Door. A selection of platter food from local producers, a bottle of Jacob's Creek wine, recyclable cutlery and plates, a picnic blanket to use and JC logo glasses to keep.

Picnic Perfect: \$155 per couple

120 MINS | MIN 2 PAX, MAX 8 PAX

AVAILABLE DAILY AT 10:30AM, 11:30AM, 12:30PM, 1:30PM & 2:30PM

GROUP PICNIC

We offer an exclusive space on our lawn area, complete with everything you could possibly want for a perfect picnic: lawn games, cushions and delicious food and wine!

Enjoy our platters with a selection of food from our restaurant partner Harvest Kitchen, paired with Jacob's Creek wines. Tasting flights hosted by our wine experts can be incorporated before or after the picnic for an added experience.

Adult: \$65 pp

Teen (13 - 17): \$45 pp

Child (12 & under): \$25 pp

120 MINS | MIN 9 PAX, MAX 30 PAX

AVAILABLE DAILY AT 11:30AM, 12:30PM, 1:30PM & 2:30PM

VINEYARD TOUR & TASTING

Private group experience

Enjoy a walking tour of the Jacob's Creek display vineyard, where your host will provide an overview of the different grape varieties grown within our vineyards.

A structured wine tasting will follow, incorporating approximately 6 wines and covering basic wine education.

Vineyard Tour & Tasting: \$25pp

45 MINS | MIN 8 PAX, MAX 50 PAX | AVAILABLE DAILY





VINEYARD TOUR, TASTING & LUNCH

Private group experience

Enjoy a walking tour of the Jacob's Creek display vineyard, where your host will provide an overview of the different grape varietals grown within our vineyards.

A structured wine tasting will follow, incorporating approximately 6 wines and covering basic wine education.

This is followed by a sumptuous, specially structured 'Feed Me like a Barossan' shared lunch with a glass of wine with our restaurant partner, Harvest Kitchen.

Vineyard Tour, Tasting & Lunch: \$140pp

2.5 HOURS | MIN 8 PAX, MAX 50 PAX | AVAILABLE DAILY (on request)

* Special T&Cs apply to weekends and public holidays



LARGE GROUP TASTINGS, DINING & ACTIVITIES

ON REQUEST

We can cater for up to 200 guests – with marquee set-up on our expansive lawns.

We can offer revolving activities for smaller break-out groups (up to 50 pax)- Group Tastings, Vineyard Tours & Special Activities.

Our team will work with you to create bespoke experiences to suite your clients' needs.



DINING WITH HARVEST KITCHEN

Enjoy a relaxed gastronomic experience with our restaurant partner Harvest Kitchen, established with a shared philosophy of bringing people together with the perfect blend of delicious dishes and premium wines.

The Harvest Kitchen menu perfectly complements the exclusive limited-release wines offered at Jacob's Creek cellar door. Featuring only the freshest produce and items sourced from the Jacob's Creek kitchen garden and native ingredients, the menu is designed to capture the essence of the Barossa seasons in every dish.





*St Hugo*TM





DINING AT ST HUGO

Our Chefs use regional and seasonal produce to create flavoursome, relaxed food to delight and entice our guests alongside our delicious St Hugo wines.

We look forward to welcoming you to our AGFG two-hatted award-winning restaurant to showcase the best epicurean experience for you and your guests.

AGFG
AWARD
WINNER
2024



Australian Good Food Guide Award for culinary excellence



FOOD PHILOSOPHY

Much like how winemaking is working in balance and cohesion with the elements, our Executive Chef Simon Hicks adapts to what produce the season brings him to create dishes bursting with flavour.

Our food philosophy places St Hugo wines at the forefront of our menu development, crafting dishes around the individual characteristics and flavour profiles of our selected wines - a unique approach to wine and food pairing.





OUR SPACES

St Hugo has a number of premium spaces available for event hire. Whether you are looking for a unique business meeting location, luxurious wine tasting experience, hatted dining experience or a bespoke event space, our team will work with you to design an unforgettable experience for your guests.

OPENING HOURS

Friday to Monday 10:30am to 4:30pm
No minimum spend applies for shared venue use
excluding Hugo Gramp Room & Courtyard

EXCLUSIVE HIRE OUTSIDE OF OPENING HOURS

Tuesday to Thursday & after 4.30pm on all other days
A site-hire fee applies, which is included in the minimum spend:

Day time Event: \$5000

Evening Event: \$6000



HUGO GRAMP ROOM

AVAILABLE FOR

Team meetings & workshops, executive & board meetings

Small group private dining

Private group wine tasting experiences

CAPACITY

18 pax

COST

\$2000 minimum spend (includes exclusive room hire fee)
during opening hours

The image shows the interior of 'The Stone Lounge', a restaurant or event space. The room features rustic stone walls and a high ceiling with exposed wooden beams and modern lighting fixtures. Large arched windows with brick frames offer a view of a vineyard and a building in the distance. Two long wooden tables are set with glassware and plates, and two staff members in dark uniforms are seen adjusting the settings. The overall atmosphere is sophisticated and elegant.

THE STONE LOUNGE

AVAILABLE FOR

Group lunch & dinner
Private group wine tasting experiences

CAPACITY

50 pax

COST

No minimum spend required within opening hours
Minimum spend & site-hire applies outside of opening hours
Please enquire with our team

A group of four people (two men and two women) are seated at a long, rustic wooden table in an outdoor courtyard. They are engaged in conversation and drinking wine. The table is set with several wine bottles and glasses. In the background, a stone wall with two large brick arches frames a view of a vineyard. The scene is bathed in warm, golden light, suggesting late afternoon or early evening. The overall atmosphere is relaxed and sophisticated.

THE COURTYARD

AVAILABLE FOR

Canapés and drinks reception
Group lunch & dinner
Group wine tasting experiences

CAPACITY

80 pax

COST

\$4000 minimum spend (includes exclusive courtyard hire fee)
during opening hours



EXPERIENCES AT ST HUGO

Immerse yourself in a world of food and wine through our series of unique experiences – discover how our award-winning St Hugo wines come alive when paired with incredible culinary creations and discover the extensive St Hugo portfolio which showcases the house style of power and elegance.

GUIDED WINE TASTINGS

Let our team help you discover the gems of our portfolio that showcase our winemaking style of Power and Elegance.

We have two tasting experiences on offer, hosted in our beautiful Wine Lounge.



THE ST HUGO TASTING

A selection of 6 wines introducing wine lovers to the extensive St Hugo range, including whites, red and premium wines.

45 MINS | \$20 PER PERSON | AVAILABLE FOR UP TO 6 PAX

THE FLAGSHIP TASTING

A selection of 6 wines including our top tier Shiraz and Cabernet Sauvignon from our 'Vetus Purum' range and our exclusive Back Vintage wines.

45 MINS | \$50 PER PERSON | AVAILABLE FOR UP TO 6 PAX

GROUP TASTING

For those looking for a more immersive tasting experience, book your own private space in our stunning cellar door.

Wines will be carefully curated to your preference for a one-of-a-kind memorable wine tasting experience.

45 MINS | \$30PP | TASTING FEE NON-REDEEMABLE | MIN 7 PAX, MAX 40 PAX





ST HUGO & RIEDEL MASTERCLASS

Awaken your senses whilst we guide you through a journey of wine discovery, showcasing how glassware influences the taste and enjoyment of our St Hugo wines.

Delve into why a varietal specific wine glass is a critical component of enjoying wine to its fullest.

Tasting through four St Hugo favourites, you will see how the shape of a glass, draws different characters and personality from each of the wines.

This is an experience for novices and aficionados alike, there is something to discover for everyone!

60 MINS | \$75PP | AVAILABLE AT 11AM,
FRI-MON | MIN 2 PAX, MAX 8 PAX

TARGET MARKET

Wine lovers, novice or experienced
Couples & small groups



GARDEN TO TABLE EXPERIENCE

The connection between wine and food is central to the philosophy at St Hugo. This philosophy can be explored to another level through our 'Garden to Table' Experience, spending time in our Kitchen Garden and enjoying the company and expertise of both our Kitchen and Front of House team.

Beginning with a glass of Champagne, take a walk through our Kitchen Garden, and select the produce to be used in the preparation of your lunch.

Then head back to St Hugo to be seated at the best spot in the house, at our open kitchen with a full view of our Chefs at work.

Let our Chef take you on a culinary journey, showcasing our seasonal menu while being expertly paired with our stunning St Hugo wines from our knowledgeable cellar door hosts.

**APPROX 180 MINS | \$275PP |
AVAILABLE AT 11AM FRI,
SUN | MIN 2 PAX, MAX 6
PAX**

TARGET MARKET

Food & wine lovers, Couples & small groups (friends)





GROUP TASTING & LUNCH EXPERIENCE

Enjoy an express tasting of 4 wines from the St Hugo collection before settling in for a relaxed, long-table dining experience in true Barossa style.

Relish in the hospitality and wine that St Hugo is renowned for. Enjoy a share style menu, complimented with 2 glasses of St Hugo wines with lunch.

2-2.5 HRS | \$160PP | AVAILABLE
12.30PM FRI-MON | MIN 12 PAX,
MAX 40 PAX

TARGET MARKET

Incentive Groups

Escorted Groups – land & cruise



LUXURY ACCOMODATION AT JACOB'S ESTATE COTTAGES

Situated on the grounds of the St Hugo Cellar Door, and within walking distance of both St Hugo & the Jacob's Creek Visitor Centre, Jacob's Estate Cottage offers stylish, contemporary accommodation for up to six people.

An original 19th century Barossa settler's cottage, the property has been beautifully restored and offers three bedrooms and two gorgeous bathrooms. It is surrounded by wide verandas, beautiful gardens, and has an alfresco dining area, as well as an outdoor fire pit area and a bocce court with bocce balls.

On arrival you will find the cottage stocked with abundant local breakfast provisions for you to prepare breakfast at your leisure. Other complimentary treats include a bottle of Barossa wine and cheese from the Barossa Valley Cheese Company. Price on request – subject to availability.

Minimum two-night stay on weekends,
3 nights stay on long weekends

HOT AIR BALLOON EXPERIENCE

Take in the views over the Barossa ranges, in a truly unique way. This is a magical experience that can be added to enhance any trip to the Barossa.

Enquire with our team for more information.





JACOB'S ESTATE COTTAGE

Situated on the grounds of St Hugo Cellar door, and within walking distance of Jacob's Creek Visitor Centre, Jacob's Estate Cottage offers stylish, contemporary accommodation for up to six people.

An original 19th century Barossa settler's cottage, the property has been beautifully restored and offers three bedrooms and two gorgeous bathrooms.

Bookings through Barossa Shiraz Estate

www.barossashirazestate.com.au/jacobs-estate-cottage

LOCAL ACCOMMODATION OPTIONS



NOVOTEL
BAROSSA VALLEY RESORT

Break away from the city and venture out to the world famous Barossa Valley. Each of our 140 accommodation rooms with contemporary design feature private balconies and sweeping views of the valley and the Barossa Ranges giving you space to breathe in the fresh air.

<https://www.novotelbarossa.com/>


KINGSFORD
— THE BAROSSA —

Surrender to utter indulgent luxury as you consume Kingsford The Barossa's grandeur and natural beauty. Built in 1856, Kingsford The Barossa has been lovingly restored to become one of Australia's finest luxury retreats.

<https://kingsfordbarossa.com.au/>


TANUNDA HOUSE
LUXURY ACCOMMODATION BAROSSA

Tanunda House is a private, exclusive use property. A home for all seasons, it is a heritage gem of the Barossa. Built in 1910 but modernised extensively, this sandstone villa is nestled on an acre of immaculate gardens and features five king bedrooms, five bathrooms, a swimming pool, expansive living areas, and a tennis court – and is only minutes from the region's famous wineries and restaurants.

<https://www.tanundahouse.com/>


THE LOUISE
BAROSSA VALLEY

Set among the gently rolling hills and vineyards characteristic of the Barossa Valley, The Louise offers guests a relaxed and luxurious stay in generously sized villa-style suites well suited to the region's Mediterranean vibe. The Louise offers guests a 'backstage pass' to the region's world renowned wineries, vineyards, restaurants, markets and art galleries.

<https://thelouise.com.au/>

An aerial photograph of a vineyard at sunset. The foreground is filled with rows of grapevines. In the middle ground, there is a cluster of trees and a small building. To the right, a large pond is visible. The background shows rolling hills under a colorful sky.

THANK YOU

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Tourism & Events Manager

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