
IBP BRAND & PORTFOLIO

KNOCK'N BONES RANGE



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TASTING NOTES

628256

Shiraz

- 
- Region:** Barossa
Grapes: Shiraz, 2020 (current vintage)
- Winemaking; Maturation** On skins 7 – 10 days then matured in French & American Oak hogsheads for 14 months prior to bottling
- Colour** Bright crimson
Nose: Red berries, spice, chocolate
- Palate:** Chocolate carries with a rich abundance of red berry fruit leading to a soft finish
- Peak Drinking** Now – 2030 with careful cellaring
- Pairs With** Good steak, Roast beef or Cheddar


628060

Cab. Sauvignon

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- Region:** Barossa
Grapes: Cabernet Sauvignon, 2020 (current vintage)
- Winemaking; Maturation** Picked cool, crushed in stainless steel for 7 – 10 days, matured in new and older French & American hogsheads for 15 months prior to bottling
- Colour** Medium intensity, bright purple
Nose: Blackberry, Cassis & Menthol
- Palate:** medium bodied, blackcurrant, mocha & cigar box
- Peak Drinking** Now – 2028 with careful cellaring
- Pairs With** Roast lamb rump and trimmings

628052

Grenache

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- Region:** Barossa
Grapes: Grenache, 2021 (current vintage)
- Winemaking; Maturation** On skins 10 days using whole bunch and open fermenters then aged in older French puncheons & hogsheads for 15 months
- Colour** Dark purple (young)
Nose: Blueberries, nutmeg, spice
- Palate:** Raspberry, Pomegranate jam, Turkish delight savoury finish
- Peak Drinking** Now – 2025 with careful cellaring
- Pairs With** Good steak, Roast beef or Cheddar

KNOCK'N BONES RANGE

PACK FORMAT

UNITS	UNIT SIZE
6	750mL

Produced By

Austral, AU (NSW)

National or State Ranged

IBA Exclusive range (National)

Key Listing Points

- Knock'n Bones wine brings unmatched diversity, uniqueness and quality from more than 800 hand-tended vineyards across the length and breadth of all 14 Barossa sub- regions. The quality is a testament to our relationships, allowing us access to the region's finest grapes
- Sensation value for money for both the retailer and customer alike, this wine truly bats above its price point

Brand Assets

- Tent Card, DL Flyer, Product Samples

PRODUCT INFORMATION

CATEGORY	VARIETALS	CURRENT VINTAGES
Still Wine Blends, Domestic	Shiraz Cabernet Sauvignon Grenache	2020 2020 2021

REGION	COUNTRY OF ORIGIN
Barossa, SA (Current vintages)	Australia

ALM Code Description	RANGE KNOCK N BONES RANGE		
Case size	6 x 750mL		
	STANDARD	PROMO	DEEPCUT 2FOR
Discount included	-\$10.00	-\$11.00	-\$11.00
Subtotal	\$41.47	\$40.47	\$40.47
WET	\$12.03	\$11.74	\$11.74
Wholesale COGS	\$53.50	\$52.21	\$52.21
Pack Size	6	6	6
COGS per Unit	\$8.92	\$8.70	\$8.70
RRP (SHELF)	\$20.00	\$16.00	\$15.00
RRP Ex GST	\$18.18	\$14.55	\$13.64
GP	\$9.27	\$5.84	\$4.94
Margin %	51.0%	40.2%	36.2%
Key Retail Rebate	\$0.14	\$0.13	\$0.13
O&E Accelerator	\$0.21	-	-
Rebate Total	\$0.35	\$0.13	\$0.13
Margin Impact	1.9%	0.9%	1.0%
Total Value per unit	\$9.61	\$5.98	\$5.07
Total Margin %	53%	41%	37%

*For exact Wholesale/banner/customer pricing please see ALM Portal

