



Sidewood's journey began with a cosy tasting bar and a 50-seat restaurant that has grown into a vibrant Adelaide Hills destination. Today, Sidewood's venue features a cellar door with a private masterclass room, a restaurant and veranda, an enclosed expansive deck, with outside entertaining area's including a courtyard and a large lawn area with a stage for live entertainment. Each area offers a unique culinary experience, all overseen by our talented executive chef Jamie Carter. The main restaurant serves a seasonal à la carte menu using locally sourced produce, while the Apple Shed Bar kitchen offers Asian-inspired dishes, and the Garden Bar provides al fresco dining with wood-fired gourmet pizzas. In the of summer 2023, Sidewood added a second wood oven to meet growing demand and make their pizza experience even better and more interactive.

### **Commitment to Diversity and Sustainability**

What makes Sidewood special is our commitment to creating a welcoming environment with diverse experiences. Sidewood caters to guests from all walks of life, offering a range of experiences, from educational wine tasting masterclasses to self-guided art walks, and they regularly host functions (both private and corporate) for up to 250 guests. Sidewood's adaptability and creativity set them apart, with dedicated spaces including a garden area for families and a +18 courtyard with luxury day beds, shade sails, misters, heaters, and fun lawn games.

Sustainability remains at the centre of Sidewood's core values ensuring longevity for future generations. As their business grew and had more on an impact on the environment, the owners Owen and Cassandra placed sustainability objectives in place for their team. Since 2016, Sidewood Estate has been sustainably certified and environmentally conscious decisions are continuously made through each expansion on the business. Their winery and bottling facility, as well as all four vineyards are set to receive the 'Sustainable Wine Group Australia'

accreditation through the Australian Wine Research Institute making them the largest sustainable winery in the Adelaide hills. Further to this, Sidewood's Nairne vineyard, winery and bottling line are certified organic with the remainder of their vineyards following suit.

**Visitors can immerse themselves in a variety of experiences:**

**Wine Tasting and Masterclasses:** Sidewood's intimate cellar door offers guided wine tastings, flights, and interactive masterclasses led by our passionate and knowledgeable team, including winemaking students and WSET graduates.

**Culinary Delights:** Sidewood's menus feature locally sourced and seasonal ingredients, paired perfectly with their wines and ciders. Guests can enjoy à la carte dining, casual food in the garden area, and gourmet pizzas in our outdoor spaces.

**Family-Friendly Areas:** Sidewoods' garden area is perfect for families, featuring swings, slackline ropes, chalkboards, and a large lawn, with a kitchen serving casual food and wood-fired pizzas.

**Adult Relaxation:** The courtyard offers a luxurious experience with day beds, exclusive dishes, and outdoor games, ensuring a relaxing and memorable visit.



**The Cellar Door**

Upcycled from a humble Apple Shed into a luxurious new Tasting Room, lounge, wine bar, and private dining space, Sidewood's Cellar Door is run by a dedicated team of passionate people with a range of experience, certificates, and advanced wine qualifications. Their staff have an enviable passion for cool-climate wines and ciders, that makes them the perfect hosts to guide you through their range and tailor your experience to suit you whether a novice or seasoned wine enthusiast. With wine tasting experiences, flights, and interactive masterclasses, Sidewood's cellar door offers a unique range of educational and engaging consumer experiences. Working with local Adelaide Hills companies, Sidewood also collaborate with

numerous local producers to enhance their food offering which promotes the larger region and encourages guests to stay in the area for longer. From local fruit juice tasting flights, build your own platters, cheese and wine pairings, and other local produce, Sidewood's collaborations allow the venue to cross-promote other Adelaide Hills brands and provide a deep and immersive experience for their guests. Examples include:

### ***Interactive Tastings***

Choose your own selection or let their cellar door team guide you through a bespoke selection of our award-winning wines and ciders

Kids juice tasting: Let the kids explore their senses with their own tasting paddle of 4 locally produced Besa juices.

### ***Self-Guided Wine Flight***

Sidewood's wine flights are made up of 4 x 60ml pours and are designed for you to enjoy in your own time. Make your choice from 5 set flights (or mix and match) their staff will bring you your wines on a paddle to analyse and enjoy! Each flight is redeemable on a dozen bottle take-home purchase.

### ***Sidewood Sabrage Masterclass***

Learn the art of Sabrage, the traditional technique of opening a bottle of sparkling using a sword. Sidewood will walk you through their range of Adelaide Hills produced sparkling wines, then kick back, relax and enjoy the bottle of wine you just opened with a sword.

### ***Introduction to Wine Tasting Masterclass***

In this masterclass, Sidewood teach you what common wine terms actually mean, how to analyse wine and leave you feeling like an expert. Develop your palate and vocabulary whilst tasting some of Australia's most highly awarded wines.

### ***Build Your Own Platter***

Select your cheese, dips, and tasty snacks from our range of local produce (such as Baileys, Woodside cheese wrights and Adelaide Hills Dips) and build your own platter to accompany your tasting.

### **Bottle Shop and Retail Store:**

If you are familiar with your favourite Sidewood wine or cider, you can always call into their Cellar Door and purchase a cold bottle of either. Plus, they have a full range of merchandise including glassware, branded Sabrage swords, clothing, gift vouchers, local produce, and more.



## **SIDEWOOD RESTAURANT**

Their indoor dining space caters to 62 guests. The deck and veranda are completely weatherproofed, heated, and cooled, with the capacity to cater for an additional 160 guests. The extensive outside space, including the oval, nature play area, and the adult courtyard with its three courts for pétanque, bowls, and finska, provides facilities for an additional +500 guests. The current liquor license for the venue is 250 guests, however catering with double sittings over the weekend allow Sidewood to maximise capacity.

\*Sidewood are currently working with Adelaide Hills Council and Liquor Licensing to substantially increase capacity to +500 guests in anyone sitting / event.

Each dish on the menu is created with a Sidewood wine or cider in mind, truly giving guests a culinary experience that showcases the team's passions holistically. The state-of-the-art restaurant kitchen and wood-fired oven provide the kitchen team with the facilities they need to offer diners a wide choice of gourmet dishes, as well as freshly baked pizza and focaccia all made in-house. Diners can watch our chefs' hand-stretch freshly made dough to order in the theatrical deck seating area.

Beyond their À la Carte dining experience, Sidewood also offer seasonal casual food and drink services from their Apple Shed Bar and Garden Bar. Their unique dining experiences can be matched with:

### *Luxury Addition:*

Helicopter partner Helivista will arrange a pick-up, 30-minute scenic flight around the Adelaide Hills and Mt Lofty Ranges, landing at Sidewood Estate's Restaurant and Cellar Door. Sidewood curate the perfect day out, engagement, or special occasion. You will be treated like the ultimate VIP, with a dedicated masterclass tasting of Sidewood's sparkling wine portfolio in our Mappinga room lounge, exclusively available for you and your guests and accompanied by a charcuterie and cheese tasting plate. Learn the art of Sabrage: Opening a bottle of Sparkling wine with a sword using their flagship Cassandra Blanc de Blancs, and enjoy the rest of the

bottle over your gourmet tasting plate. Be ushered from our cellar door to enjoy Sidewood's restaurant. Have a 3-course lunch served in your own luxurious day bed with a bottle of our 2013 Mappinga Shiraz from our museum collection: Winner of the World's Best Shiraz/Rhone Varietal at the Decanter World Wine Awards 2015 in the UK. A unicorn wine to enjoy with your lunch for a 'once in a lifetime' Sidewood experience. Relax in your day bed or play Petanque, Finska, or lawn bowls before leaving with a bottle of your Sidewood Chloe Cuvee.

## **EVENTS**

Sidewood hosts a number of major events annually, as well as participating in other regional events. The venue has invested in its own 450 square metre marquee to provide cover for our outdoor space, making the area usable during all seasons.

### *Winter Wine and Good Times:*

A new partnership with event organisers "Wine and Good Times" allowed Sidewood to reach new audiences. The inaugural "Winter Wine and Good Times" evening event sold out hitting the 250 capacity and once Sidewood secure additional licencing, are eager to host a second event for +600 guests.

### *Vintage and Vinyl:*

Sidewood's annual Vintage and Vinyl Festival has become a popular celebration of community and innovation. Activities and features include their annual Grape stomping competition, sabrage, DJs, live music, gourmet food, wine, cider, and other local beverages. Sidewood uses this opportunity to collaborate with other like-minded businesses. It showcases live cooking demonstrations that champion the regions local farmers and growers. Collaborations with like-minded partners like Uraidla Brewery, Glen Ewin Gin, and Red Cacao enhance the experience with tasting stands, ensuring each guest enjoys multiple flavours created throughout the Adelaide Hills region. With dedicated days for adults and families alike, Sidewood tailor each day's theme to create inclusive, joyous moments for all. Sidewood also partner with local radio station Fresh FM, as well as having glitter bars and face painters.

### *Winter Reds:*

An Adelaide Hills regional event, supported by Adelaide Hills Wine Region Association. Sidewood participate each year with an extended license to allow for 500 guests a day in an event that highlights getting cosy by a wood fire, enjoying exceptional award-winning wine alongside a delicious festival-style food menu, celebrating local produce. This event also supports the arts by providing DJs and live music during the selected weekend.

### *Sparkling Spring:*

Sparkling Spring has transitioned into a regional event supported by the Adelaide Hills Wine Region and is held each October. In 2021 and continuing in 2022 the celebration showcases the region's world-class sparkling wines. For Sidewood this includes 'Best Sparkling In Show' for their Isabella Rose, at the Adelaide Hills Wine Show which was also the highest scored sparkling rose taking an impressive 97 Platinum score Decanter World Wine Awards United Kingdom in 2022. As a leading sparkling wine producer, Sidewood rally behind this event with Champagne vs Sidewood Sparkling masterclasses, with the aim of showcasing what consumers have available on their back door. As well as great music, a degustation menu in the main dining room and deck, with more casual food provided in the courtyard and outside areas.

### *Chardonnay May:*

A relatively new event, this regional festival across the Hills, celebrates the variety, Chardonnay. Previously only participating in a wine dinner, the venue now celebrates the festival for an entire month across the cellar door and restaurant, with menu items, a special tasting flight, and a ticketed masterclass. Sidewood has increased participation and communication to support the region's hard work in growing this new event.



### **Infrastructure and Staffing:**

Sidewood's infrastructure has grown significantly since our inception in 2020. The landscaped gardens and nature play area create a peaceful environment, while the jet-black clad exterior of the restaurant contrasts beautifully with the warm, natural interior materials. Inside, you'll find giant Victorian ash trusses, local stone flooring, and warm caramel leather banquettes, all complemented by an eclectic collection of Australian art. Sidewood currently employ approximately 150 staff, fostering internal development and promotions. Their team are made up of wonderful individuals with diverse backgrounds and expertise, all dedicated to providing exceptional customer service and making sure every visitor has a great experience.

An example of a positive outcome from investing in staff education is the creation of Sidewood's introduction to wine tasting master class. This was developed by our Brand Ambassador Serena Moorghen as she wanted to create an approachable guide to tasting and a "safe space" for guests to learn what common wine terminology means and to be able to discover their own preferences and confidently describe what they like or know what to look for. When Serena started at Sidewood in 2019, she had previously worked as a waitress and explained the anxiety she'd have going to tables and not having the ability to speak with patrons about wine or give

personal recommendations beyond what was written on the back of a label or on a tasting note. After Sidewood sponsored Serena to continue her education in WSET Level 2 and 3 and AWAC's advanced wine assessment course, she has qualifications to back her passion for sensory analysis.

### **Why Sidewood Stands Out**

**Approachability and Diversity:** By offering a wide range of experiences, Sidewood cater to guests from all walks of life, making them a unique venue in the Adelaide Hills.

**Adaptability and Creativity:** Sidewood continuously innovate based on guest feedback, ensuring they continue to meet and exceed customer expectations. Sidewood have implemented an EDM system that seeks customer feedback from each booking. They also review key website review platforms. Their management team review feedback on a weekly basis, creating a formalised circular feedback mechanic.

**Engagement and Celebration:** Every meal and experience at Sidewood celebrates the region's rich culinary and viticultural heritage, inviting guests to immerse themselves fully in the Sidewood experience. Sidewood Estate presents a unique and welcoming atmosphere, variety of experiences, and commitment to sustainability. Their multiple venues offer a range of culinary and educational adventures in a beautiful setting, enhanced by thoughtful infrastructure and a dedicated team. By continuously evolving and adapting, they make sure that every visit to Sidewood Estate is memorable, celebrating the rich culinary and viticultural heritage of the Adelaide Hills.

Sidewood Estate demonstrates tourism excellence through its unwavering commitment to providing unique, educational, and memorable experiences that highlight the Adelaide Hills region and its produce. Our values and philosophy focus on inclusivity and catering to diverse demographics. Whether it's families, couples, or retirees, our calendar of events and venue facilities cater to a wide range of visitors, ensuring that each group finds an experience tailored to their preferences. This dedication to meeting the needs of various guests underscores our pursuit of exceptional visitor experiences.

- **Values and Philosophy:** Sidewood's dedication to creating a welcoming, inclusive, and educational environment for all visitors is central to their operations. This is clearly visible across their range of offerings, from exclusive and memorable experiences to designated family friendly areas and associated services.
- **Staff Training and Development:** Sidewood invest in their team with regular training, including service skills courses, wine education, and customer service workshops, ensuring they are well-equipped to provide exceptional service. Recent examples include two of their senior management team gaining WSET 2 and WSET 3 qualifications.
- **Policies and Procedures:** Sidewood's comprehensive policies ensure consistency in service quality, including detailed induction programs for new staff, ongoing professional development, and incentive programs to reward outstanding performance. Their policies and procedures are reviewed on either an annual basis (minimum) or as changing circumstances challenge their operating model.
- **Involvement in Tourism Industry:** Sidewood Estate actively participates in local, regional, and national tourism initiatives. They are members of the Adelaide Hills Wine Region Association and collaborate with various tourism organisations to promote the Adelaide Hills as a premier destination.

- **Awards and Accreditations:** Sidewood’s commitment to excellence is reflected in the numerous awards they have received, including 'Best Winery Restaurant 2023' and 'Innovation in Wine Experience 2024' from Great Wine Capitals; as well as consistent five-red-star ratings from James Halliday.

### **Collaboration and Community Engagement**

Sidewood Estate collaborates with local suppliers like Uraidla Brewery, Glen Ewin Estate, and Red Cacao, among others, to enhance their offerings and support local businesses. They participate in events like Winter Reds, Sparkling Spring, and Chardonnay May, Hahndorf Immersed and Wellness wander, hosting masterclasses and paired tastings and bespoke event concepts that attract visitors and showcase the best of the region.

Local collaborations outside of food and beverage include regional accommodation, day spas, and Bike About cycle tours, promoting the diverse Adelaide Hills experiences and contributing to the growth of local tourism.

Sidewood Estate is committed to creating memorable experiences that celebrate the Adelaide Hills region, ensuring every visit is special and reflective of our passion for food, wine, and community. They also have a senior staff member who sit on both the Marketing and Wine Show committees for the Adelaide Hills Wine Region, demonstrating their commitment to working in the local community and allowing them to actively contribute to tourism growth and regional awareness.



### **Business Growth**

Sidewood Estate has implemented several innovations and enhancements to improve their product, experience, and service, transforming their venue into a vibrant destination. With patron numbers around 30% down from the previous qualifying period, Sidewood has been proactive in their approach to appeal to a larger demographic and drive visitation numbers. Here is a detailed account of these initiatives, emphasizing the reasons behind each one



### ***Customer management and communication:***

Investment in a new electronic CRM, booking and rostering platforms to ensure Sidewood have the most efficient and effective way of communicating with both customers and staff throughout the business.

Sidewood's clear communication and managing expectations is key in customer satisfaction. These updates have made the customer journey more accessible and easier to follow. This includes dedicating team members to create and maintain direct relationships with both consumers and businesses, allowing Sidewood to gather customer feedback directly and to pinpoint any areas of weaknesses that may need addressing.

### ***Expanded Facilities and Culinary Experiences:***

- **Venue Evolution:** To create a more dynamic and engaging destination, Sidewood has expanded from a tasting bar and 50-seat restaurant into a multi-faceted venue. This includes a cellar door with a private masterclass room, a restaurant, a veranda, an enclosed weather-safe deck, a courtyard, and a large lawn area. Each space is designed to offer a unique culinary experience, enhancing guest satisfaction and variety.
- **Three Distinct Kitchens:** Under the guidance of acclaimed executive chef Jamie Carter, Sidewood Estate now boasts three distinct kitchens:
  - **Main Restaurant:** Serves a seasonal à la carte menu using locally sourced produce, showcasing Australian contemporary cuisine and supporting local farmers. This initiative supports local agriculture and ensures fresh, high-quality ingredients.
  - **Apple Shed Bar Kitchen:** Offers Asian-inspired dishes for courtyard lounging, providing a relaxed dining experience that caters to diverse culinary tastes.
  - **Garden Bar:** Features wood-fired gourmet pizzas, with a second wood oven added in summer 2023 to meet high demand and improve customer engagement with our chefs. This addition enhances the dining experience and allows for interactive guest experiences with Sidewood's culinary team.





### ***Diverse and Inclusive Experiences:***

- **Unique Venue Offerings:** Sidewood are committed to providing approachable and diverse experiences to cater to various guest needs and occasions. This includes educational wine tasting masterclasses paired with gourmet food, self-guided art walks, and the capacity to host functions for 2 to 250 guests. These offerings ensure that every visitor finds something enjoyable, enhancing overall guest satisfaction.
- **Dedicated Spaces:** Observing service trends and guest feedback, Sidewood expanded their infrastructure to create dedicated spaces for different clientele:
  - **Family-Friendly Garden Area:** Equipped with swings, slackline ropes, chalkboards, and a large lawn with its own kitchen serving casual food with a customer-facing wood oven. This area caters to families, enhancing their convenience and enjoyment.
  - **18+ Courtyard Area:** Includes unique luxury day beds, couches, high tables with shade sails, misters/heaters, and outdoor games such as lawn bowls, finska, and pétanque. This space provides a relaxing and exclusive environment for adults, tailored to create memorable experiences.



## Commitment to Inclusivity and Dietary Needs

- **Dietary Accommodations:** To ensure all guests feel welcome, Sidewood’s menu(s) include allergen information and cater to diverse dietary requirements. Chef Jamie has curated a menu to be inclusive, with special dietary needs met with advance notice and a full shared menu of vegan options.
- **Zero-Alcohol Wines:** By offering zero-alcohol wines, Sidewood cater to non-drinkers, allowing them to enjoy paired wines with their meals and promoting inclusivity. This innovation reflects their dedication to meeting diverse needs and enhancing the dining experience for all guests.



## Supporting Local Tourism, Annual Events and Community Engagement

- **Festival Participation:** Sidewood’s involvement in all Adelaide Hills wine region festivals helps attract visitors to the area, supporting local tourism and showcasing their diverse offerings.
- **New Events:** Hosting new events not only draw new audiences to the region, but also foster a sense of community and celebrate local culinary innovation. From consistent feedback about lack of nightlife in the hills, the inaugural “Wine and Good Times” night was created.
- **Local Collaborations:** Partnerships with regional accommodation, day spas, and Bike About cycle tours promote diverse Adelaide Hills experiences, contributing to the growth of local tourism.

## Gathering at Sidewood

Friday April 5<sup>th</sup> from 4pm

Family Friendly - Free Event

Join us for an evening of celebration at Sidewood Estate as we come together for the Gather Round event!

From 4pm till late, groove to the beats of our talented DJ, sip on our award-winning wines and craft cider, indulge in a gourmet BBQ feast and our friends from Prancing Pony will be offering free beer tastings too! Enjoy the laid back atmosphere of our family-friendly event.

Admission is free, so gather your friends & family for an evening of dancing and delicious wines & ciders!

RSVP



SIDEWOOD



**Vintage & Vinyl** Vol. 4  
SATURDAY APRIL 20<sup>th</sup> 11AM - 5 PM  
SIDewood ADELAIDE HILLS  
fresh 327  
18+ EVENT  
\$30 OR \$45 TICKET OPTIONS  
**WINE & MUSIC FESTIVAL**  
DJ QUINNY • DANCE FLOOR • GRAPE STOMPING COMP • SABRAGE  
FREE GLITTER BAR • WOOD OVEN PIZZAS • SPIT ROASTED MEATS  
SIDewood WINES & CIDERS • URAIDLA BREWERY & GLEN EWIN GIN TASTINGS  
RETURN BUS TICKETS FROM THE ARKABA HOTEL



### Nationwide and Global Exposure

- **Media Investments:** Nationwide exposure through print media and live television coverage has highlighted Sidewood's offering(s), including the art of sabrage and cooking demonstrations, attracting a broader audience.
- **Hosting International Guests:** By welcoming travel representatives and tourism communicators from around the world, Sidewood promote the Adelaide Hills as a destination, expanding our reach and influence. Over the past year, these guests have come from New Zealand, China, South Korea, Japan, London, the USA, and Europe.
- **International Representation:** Owner and vigneron Owen Inglis frequently participates in global tasting events in Europe and Hong Kong, representing the region and showcasing the premium quality of our wines.
- **Global Sponsorships:** As official wine sponsors of LIV GOLF 2024, Sidewood successfully leveraged this platform to promote the Adelaide Hills and our venue to a global audience. Activations included opening "a night at the cellar door" with a joint sabrage demonstration with Premier Malinauskas, Sidewood wines being exclusive poured at all official LIV Golf functions and having Sidewood's NV Sparkling poured

(shoeyed) on the winners podium by Australia's Ripper Golf Team at the tournament conclusion. This was viewed by a global audience of approximately 69 million people (via Social Media Insights).

### Corporate Offerings and Team-Building Days

- **AETC Private Event:** Sidewood have developed specific corporate offerings and team-building days that was showcased at the AETC private event for 120 international tourism buyers, including:
  - Pizza Making and Pinot Master Class - Enhances guest engagement with hands-on activities and a deeper appreciation of the region's terroir and sustainable practices. Guests participate hands-on with dough followed by a curated tasting of four distinct pinot noirs.
  - Sabrage and Oyster Shucking - Offers a unique and memorable experience, highlighting our sparkling wines and culinary expertise. Sidewood teach sabrage with a guided sparkling wine tasting, accompanied by discussions on the history of sparkling wine making and live oyster shucking by their chefs.



### Annual Festivals and Community Celebrations

- **Vintage and Vinyl Festival:** Sidewood's annual Vintage and Vinyl Festival has become a popular celebration of community and culinary innovation. It showcases live cooking demonstrations that champion local farmers and growers. Collaborations with esteemed partners like Uraidla Brewery, Glen Ewin Gin, and Red Cacao enhance the experience with tasting stands, ensuring each guest enjoys multiple flavours created in the region. With dedicated days for adults and families alike, Sidewood tailor each day's theme to create inclusive, joyous moments for all. With a license extension Sidewood had aimed for a capacity of 500 in attendance each day. Saturday 480 guests attended and the Sunday 465 (including Children). The ticket sales and total revenue made the event viable with a 30% profit.

- **Gather Round:** This year in celebration of gatherround, Sidewood hosted a family friendly afternoon in our outdoor area with a gourmet BBQ, DJ and tastings with local business, Prancing Pony. They didn't reach target capacity of 250, with only 90 attending (55 minors and 35 adults). Although Sidewood advertised heavily as family-friendly, they weren't expecting the high number of children and hadn't prepared additional activities for them. This was a free event, and if Sidewood were to partake in future, they would ticket the event to help them gain understanding of those attending, to better cater for the audience. Unfortunately, no profit was made in this exercise.



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By focusing on these enhancements, collaborations and innovations, Sidewood Estate ensures a superior level of customer experience, setting us apart as a premier destination in the Adelaide Hills. Sidewood have been consecutively trophied since the venue was opened by The Great Wine Capitals Of The World for tourism excellence and is celebrated on the world stage. This resilience and dynamic approach has ensured that Sidewood is able to keep their full time staff employed and guests arriving through their doors for memorable experiences.

