



# Unearthing

a social media journey through the history  
of the deadreds winegroup

Charlie-Helen Robinson, Vintage 1966

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# A message from the founder, Charlie



“The now famous quote from Jimbo pre Wake Two “you know, we probably won’t unearth too many more” pretty much sums up our journey. The risks, the nervousness, the up and down roundabouts we have experienced have been sometimes wonderful, and sometimes not. But the main aim had always been to learn social media. I’ve learnt more.

I’ve learnt about wine, in very noisy rooms... I’ve learnt about short sharp shiny events, and I’ve learnt about people. I’ve learnt about social media yes. I have also learnt about my now favourite charity, the Heart Foundation. In some ways, they have kept me going. My saying “Have a Heart, Celebrate Life” gives me inspiration. Certainly shakes off any negativity when you read that.



I've most importantly learnt how to dedicate my time to the most important things and that patience is a wonderful thing. Let the universe weave its magic. There are times to be silent, and there are times not to be. Like when I was approached by Adelaide Matters (a free local community newspaper) for an interview. This provided a great opportunity to promote our next event, DeadReds Wake Seven. However at this time, I still had no venue. A shout out on Twitter introduced me to Tom Williamson and within hours a deal was secured.

*"It isn't about just putting a message on Twitter/Facebook/etc, it's about using the platforms to connect". -charlie*

My supporters and volunteers, who have been named throughout this book, are legendary. I love that they own this group's success, and the group's concept, as much as I do. It's all voluntary, which is inspirational but so to be able to give back to them one day will make everything complete. The giving of their time has been a gift to us all.

The sponsors and venue owners named in this book have given each event its own uniqueness. Some have benefitted enormously whilst others have had to have patience. It's all part of our learning curve. Here are a few special mentions:

- Dave Evans and David Ginter (of the Dave Evans Gallery, in Rundle Street) for their early support, superb generosity and a divine art gallery that gave people things to experience other than wine...

- Marty at Bang & Olufsen in Adelaide as the venue was simply to die for. It worked so well. However, the daily papers reported many MP's would be in attendance... a slight mis-communication meaning I had to apologise to many quickly... aaah the fun we have had!
- And finally, Traci Ayris at Channel 7 for her stories. Traci and I met at a luncheon, we chatted, we emailed, we agreed, and we actioned. It's this easy friendly approach that has kept me going. It makes it fun for me too.

People love the concept of the group. They love hearing about how it started. They love the events. They love supporting the Heart Foundation. I celebrate its life and I'll always give my heart to it. I hope you enjoy the book. See you at the next event.



# unearthing the deadreds concept

It all started way back...

*“Whilst online communities can be, and have been, internationally based due to the very nature of the World Wide Web’s technological and networking capabilities, what we have in fact witnessed is that people ‘like and stay with their own kind’. A local website presence developed locally provides ownership where an international or even (Australian) national website cannot. The use of websites typically only succeeded if the research and subsequent development was born from ‘a need’ within the community i.e. the community has the need and/or requirements and then provides input, takes ownership of output, etc.”* That’s what Helen Robinson wrote in 2005.

Two years later perceptions changed. The rise of social media and in particular Facebook gave the regular person on the street an easily accessible platform to share their voice and be heard. This development has since been labelled the “Age of Conversation”. People worldwide signed up to internationally based websites, to share information of a local and global nature.

Websites are valuable for the dissemination of information. This, in simple terms, is defined as the process of making information available to the public.

What we’ve witnessed are websites becoming more interactive, more responsive and information rich. Social media services such as Facebook,



Twitter, and YouTube have become an information dissemination method in a way no previous website could achieve. Way back when traditional websites were trying to be noticed, services like Google search engines were spawned along with an industry called “search engine optimisation”. This initially was the practice of sharing search engine friendly terms (meta tags), that eventually became a complicated formula of sharing links and key words in content and onwards.

Nowadays it's just a matter of having the right community of followers and your message will reach ten times as many people through word of mouth or what is known as social networking.

On reflection the rise of social media is a no brainer. One constant in life is that humans are social creatures. They want and need to connect in meaningful ways. Connections made through social networking are the conduits for conversations that make social change. And whilst social media services, such as Facebook, give the local community member a local understanding, they also provide a global awareness and impact if need be.

A report issued by Griffith University in March 2007 titled “Community Media Matters” stated

*“A common thread running throughout our analysis of community broadcasting audiences is a need and desire for local news and information. Audiences feel they cannot receive localised or community-specific information from any other media sources.”*

It goes on to say,

*“Community broadcasters provide an important ‘community connection’ role by publicising local events, engaging in community ‘gossip’, using local people as presenters, and projecting an approachable and accessible front to the community and their listeners.”*

What the local community didn't have until this new age of conversation and the appearance and rise of social media services were the global platforms for their voice to be heard. The full force of Facebook fixed that. The niche was filled. In more ways than one.

## Facebook

Facebook's mission is to give people the power to share and make the world more open and connected.

As you read this book you will notice the unearthing of not just a new connected world but also the gathering of a new local community through a new wine group concept.

This group is dedicated to unearthing great old wines and has a soul dedicated to social conversation and networking. We are, after all, only human. And very social ones at that.

ESTD.



1877

# McWILLIAM'S Cabernet Sauvignon

VINTAGE 1975

Major Sponsor  
and Official Supplier  
XII Commonwealth Games



- Gold Medal — Vintage 1975 Dry Red Claret
- Silver Medal — Vintage 1975 Dry Red Burgundy
- Bronze Medal — Vintage 1975 Dry Red Burgundy
- Bronze Medal — Vintage 1975 M.L.A. Dry Red
- Bronze Medal — Open Classes Vintage 1976 and older Cabernet

Brisbane 1974  
Melbourne 1975  
Brisbane 1976  
Sydney 1978  
Sydney 1979

McWILLIAM'S WINES PTY. LTD., SYDNEY, AUSTRALIA  
A PRODUCT OF AUSTRALIA 750 ml

ESTABLISHED



# Ryecroft

MCLAREN VALE

## CABERNET SAUVIGNON

1987

12.6% ALCOHOL BY VOLUME

PRODUCT OF AUSTRALIA

750 ml

GRENACHE



TURKEY  
FLAT  
VINEYARD

EST. 1847  
BAROSSA VALE

Producers, P. & C.

750 ml

# We have entered the age of socialising conversation.

*Quote: “If ideas are the currency of our times then this is, undoubtedly, the Age of Conversation, for without the art of dialog, the cut and thrust of debate and discussion, then the economy of ideas would implode under its own heavy weight. Instead, the reverse is true. Far from seeing an implosion, we are living in a time of proliferation — ideas build upon ideas, discussion grows from seeds of thought and single headlines give rise to a thousand medusa-like simulations echoing words whispered somewhere on the other side of the planet. ”*

<http://www.ageofconversation.com/sample-chapters/>

As Charlie’s own motto says:

*‘for some people it is a way to see the world, for others, a way to do business. whatever. lets interact. embrace, celebrate and enjoy the new perspective, different angle and additional benefits online brings. ’*

Conversations on social media services can lead to improving customer service, sharing important news, laughing over photographs, sharing an opinion, or raising issue awareness.

Whilst many experts pontificate over the whys and wherefores entering the age of socialising conversation, this book has been written to explain and explore the use of social media services to disseminate information and build communities through the journey of the “DeadReds WineGroup”.

Exploring and explaining social media theory seemed such a dry subject. This wine group is about the celebration of life and unearthing rare gems. This subject seemed more appropriate and human for discussing the making of a social media journey. It is, in fact, a very large case study.

This is a look at history in the making.



DeadReds  
WineGroup:  
Unearthing  
Old Wines  
Since 2007

# Beginnings

## History lesson

The concept for the DeadReds WineGroup started on the eve of a dinner party hosted by Charlie Helen Robinson, which boasted a Penfolds Grange. The challenge had been set to find a wine that could match such a pedigree.

The wine rack was checked, returned and puzzled over. What would match in pedigree? How would we tell if they were still OK? Would we embarrass ourselves if we offered them to guests? Not everyone's wine rack is perfectly persevered over time and these bottles generally get overlooked and forgotten. But they may have entered our life for a special occasion, a gift or treasured memory.

The seed was planted. There would be many wines in cellars and on racks around Australia holding unknown

qualities that should be tested. It must be said that a good selection was consumed on the night. They affectionately became known as our "dead reds". We decided they must be pre-1999 (ten years or older). So, a special event dedicated to brave wine tasting was planned – to boldly drink what should have already been boldly drunk! To bring those bottles that would normally be returned to the bottom of the wine racks to an event and open them.

The first event was again hosted at the home of founder Charlie Helen Robinson.

30 bottles starred in what was a very successful look at wines from multiple Australian regions as well as across many decades of wine growing. The oldest on the day was from the 1970's

however the stand out performer was a bottle from the 1980's. It was a clean skin that had been labelled by the Western Australian Government and obviously produced as a corporate gift at the time. It was a stunner.

This private event highlighted the special nature of simply cracking open a bottle to see how it would have fared after so many years. The conversation, laughter and amazement as each bottle was opened made it an obvious winner as a concept.



# Starting the conversation

## The masses

With our wine regions in Australia now generally only producing wines with a shelf life of around five years, the general population for old wine could very well die out and become extinct. And whilst the groups initial concept was to taste bottles left over in the wine cellars and racks what has eventuated over time is the love of the history of bottles, the sharing of stories and the conversation shared over a dam fine drop. There has been much education and fun experiences.

The initial dilemma that we faced was how to share the concept with the masses and encourage them to “have a go”.

It was decided to test the concept online using the social media service, Facebook. At the time the popularity of Facebook was on the rise.

Facebook was originally launched from a Harvard University dorm room by Mark Zuckerberg in February 2004, and since then has generated formidable statistics, and as at writing has more than 500 million active

users, each with an average user has 130 friends. Now, there are about 70% of Facebook users outside the United States (that includes us Australians) and there are over 160 million objects that people interact with (pages, groups and events) with the average user connected to 60 pages, groups and events. However whilst these statistics are current and Facebook was only slightly less daunting in 2008, we still had a challenge on our hands.

This sounded like what the wine group needed to help promote the concept.

However translating a private event where friends gathered, chatted face to face and enjoyed the tasting experience to one that was online needed some consideration.

What would people find interesting? How could we keep them interested? There would be a lot of looking, not tasting! So, initially it was important to keep the conversation centred on the bottle. This would then cement the concept and would allow a certain element of moderation.

We called the Facebook group “Bring out your dead reds” with followers encouraged to share photos of wine bottles, chat about old wine and share their experiences.

It became very popular with group members rushing to their wine racks (and even “caves” as in one case in France) to photograph old bottles and share stories. Worldwide discussions ranged from the various label designs produced over time, the success factors from varying regions, to the style and shape of bottles. Of course there was a fair amount of competition as to who had the oldest or who had drunk the oldest but the group’s concept was declared a success.

# From offline to online, to offline

The DeadRed Wake celebrates old wine in style.

Once we had a successful group via Facebook many people encouraged us to try a “public” event.

Vito Romano from the Universal Wine Bar got involved. It seemed fitting that the bar/restaurant was originally founded by Australia’s first Master of Wine, Michael Hill-Smith, in 1991, and had been catering to the fine food and wine connoisseur ever since. And even more that we were successful in securing Yalumba as our first wine sponsor.

The concept of the “Wake” was to encourage members to bring along a bottle to share with fellow wine

hoarders for an adventurous evening of wine tasting. Some of these bottles would rightly turn out sublime, some vinegar. And that’s how the night was intended. The wake ensured we celebrate life in each bottle and they have become evenings of sensory highs and lows, animated conversation and a lot of laughs. From early beginnings we have been unearthing gems.

The DeadReds Wake event was born. So, here is our story of unearthing those great bottles of old wine in a socially networked way.







# Dead Reds Wake One

*9 April 2008*

*Venue*

*Universal Wine Bar*

*Vito Romano*

*Wine Sponsor*

*1984 Yalumba Pewsey Vale*

*Cabernet Sauvignon*

*Wine Judges*

*Jim Manning, Miles Crawley*

*Compare*

*Charlie Robinson*

*Evening Winner*

*Crawford Logue*

*Attendance*

*40*

## The launch

DeadReds Wake One is a credit to Vito Romano, owner of the Universal Wine Bar, who approached Charlie one day and said “You should bring this concept here. We will host your event upstairs”.

So, we did.

We launched the concept of the Wake event at the Universal Wine Bar with close friends and wine lovers. We said at the time that the event would be “a relaxed gathering of wine lovers, talented experts and enthusiastic amateurs.” And it was.

It was a perfect setting as the wine bar and restaurant was originally founded by Australia’s first Master of Wine, Michael Hill-Smith, in 1991. With Michael now the winemaker at Yalumba we managed to secure our first wine sponsor with the contribution of a dozen 1984 Yalumba Pewsey Vale Cabernet Sauvignon. It certainly started the evening well. Tasting, talking, sharing, laughing, learning, and enjoyment were all in order. The anticipation of opening a bottle and experiencing the first taste, checking if

still a glorious beauty or a ghostly beast was exactly as we had predicted. The expressions, anticipation, shrieks at either delight or horror were, and still are, hilarious.

This was the first event and we were proud to call it a success.



## Social Media: Facebook is king

Social media was, somewhat unbelievably now, still relatively new in 2007. Certainly many people were already on the Facebook social network and as the group had successfully grown via Facebook, it was logical to promote the first event on this service.

So, whilst a generic press release was sent to many regular “social style news publications”, in the main we promoted the first wake through Facebook to group members. Through the group we encouraged people to “bring a friend and a bottle”.

Whilst both media streams were successful, when it came to bringing an online event back to earth for the real face-to-face meeting, it needed the strength of a personal reputation and connections offline to make it a success. The concept was new and whilst we did get coverage from both the Community Messenger Newspaper and the Advertiser Sunday Mail this coverage was all after the event. What we did get though was good.





“Social networking has caused a fundamental and transformational shift in the way that people are connecting, knowledge is being shared and information is flowing,”

*says Charles B. Kreitzberg, Ph.D., CEO of Cognetics, a firm dealing with the human aspects of computer technology.*

# Dead Reds Wake Two

*25 July 2008*

*Venue  
Dave Evans Gallery  
Rundle Street*

*Wine Sponsor  
Piper Aldermans Cellar*

*Auction Sponsor  
Toop & Toop*

*Auctioneer  
Phil Harris*

*Auction  
David Ginter Photograph  
"Dinner For One"*

*Wine Judges  
Jim Manning, Miles Crawley*

*Compare  
Charlie Robinson, Jim Manning*

*Evening Winner  
1966 St Henry Claret  
presented by Charlie Robinson*

*Attendance  
80*

## Taking the next step

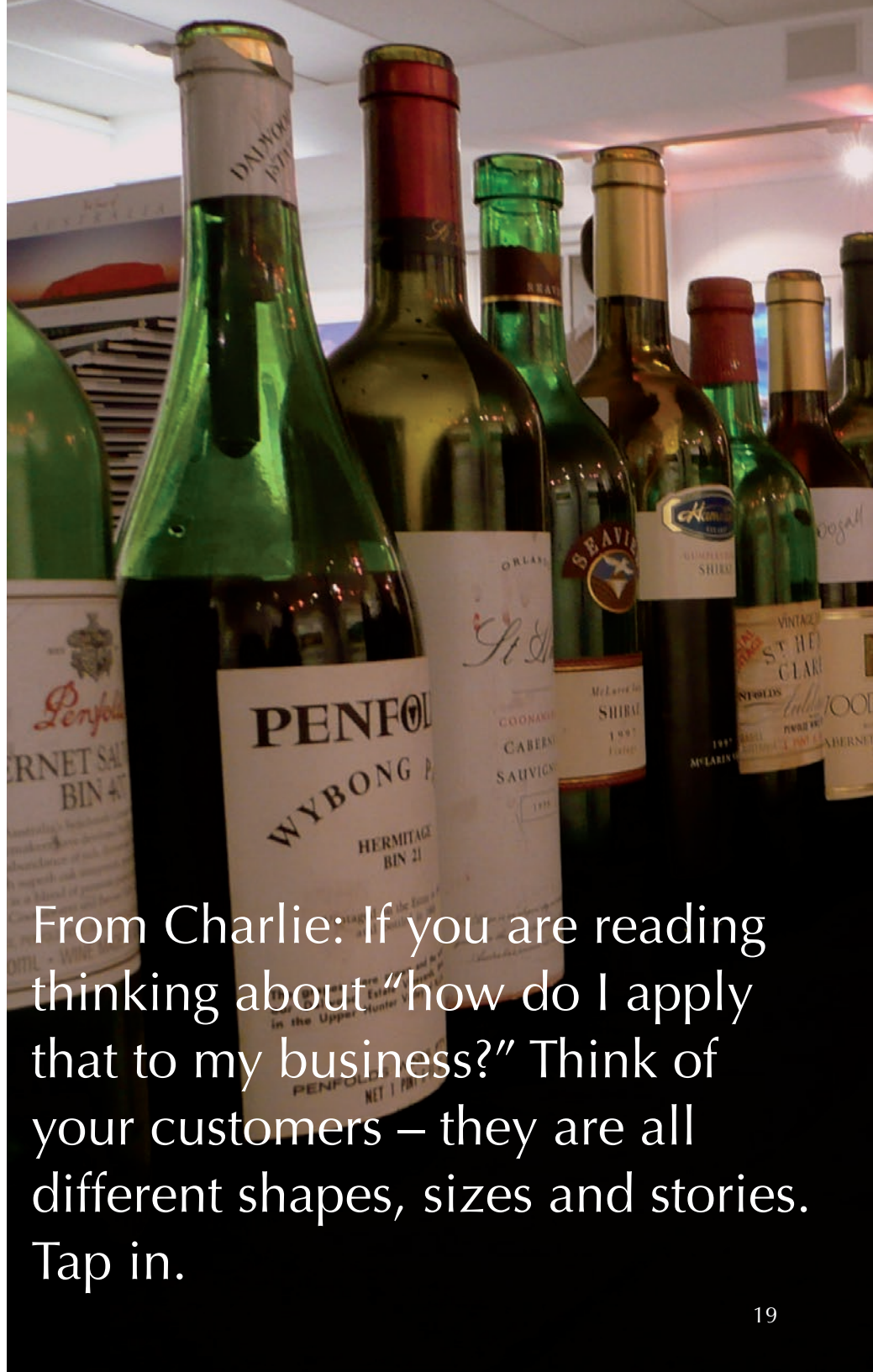
DeadReds Wake Two was planned with much anticipation, nervousness and excitement. The outcomes weren't disappointing. In fact it was the night that many new friendships started and a real bond in the group formed.

DeadReds Wake Two had many things going for it. Firstly the venue was perfect. We chose the Dave Evans Gallery at the recommendation of a contact and with art hanging on the walls our guests had more to do other than sip wine. Secondly, the venue was central and also in familiar territory having had the launch just across the road at the Universal Wine Bar.

The night went smoothly. Amazingly, aside from great wine, we unearthed enthusiastic people who are still dedicated to the concept today. We were complete novices about the judging process and the way we should run the event and were still fine tuning the event format, but it was still very successful.

Engaging, inspiring and challenging group members seemed to be the clincher for our success. Our goal for each event became to use different venues, sponsors, and activities. This still works well today as each event provides a unique feel that event goes as well as the organisers enjoy.

And in this age of conversation, that's an important element to consider.



From Charlie: If you are reading thinking about “how do I apply that to my business?” Think of your customers – they are all different shapes, sizes and stories. Tap in.



## Social Media: Twits, twerps and twats?

Our aim has been to test all social media forms and learn from them. There was no point in progressing with a group of volunteers and dedicated followers if they became bored and left us. So, at each step we looked around to see what was new, trending and coming to the fore that we could try. Whilst some ideas had us strategising how to apply a new social media service to the wine group or within a business model others were focusing on how to create a voice and brand. This gave new meaning to a group that had to become a “person” with its own personality.

One such new social media service introduced early was Twitter. The Twitter social media service believes the open exchange of information can have a positive global impact and they will actively work to support this principal in everything they do. Looking at the group it would be hard to say this is a platform that wouldn't help however as with many services, maturity can see it grow in a different direction that was originally intended.

At this time, we had our first foray into the twitterverse via Charlie's personal account (@charlierobinson). This was early days Twitter, so the concept of

#hashtags etc had not been born. Nor had our thoughts progressed to having an account dedicated to discussing wine. We couldn't at that stage create lists, groups or people. So, the results were haphazard and a little dysfunctional. I doubt any business could contribute any real monetary success to Twitter back in these early days. But it was good to be seen learning. Today's twitter is far more news orientated and there is a definite demographic who enjoy the service. Whether this will compliment other social media services over time is yet to be decided.

Introducing the @deadreds own twitter account certainly gave us the freedom to speak on topic more frequently, while one element that has helped the group was the start of the #adelaide and #wine hashtags.



From Charlie: How can you apply social media service to your business? Well, very carefully. There's a fine line between twittering, spamming and boring. Don't be a twat online.



# The after party

## ***Our Wine Group members are social.***

The group's demographics include business owners and professionals of all ages who love wine and networking. The DeadReds WakeGroup Member or "Deaders" as we call them are savvy, smart social networkers. The Wake is perfect for networking, celebrating, showcasing and enjoying wine so there is always a lot of laughter. So, what better atmosphere to generate conversation and new friendships?

That said the official wake event needed strength in its own brand. It needed a serious side. Over time we've had people try to change or influence the wake concept. It's a non-negotiable.

The wake is quick and intense encouraging the general punter to participate in wine tasting – not wine drinking. This event is NOT just for experts. It is a wine experience.

However we are guided by the more expert amongst us. Generally on the night this would be our wine sponsor.

The event can get very rowdy. It could also get very messy, very quickly if not monitored. So, we keep them fun and short. An event lasts about ninety minutes.

At event close, we have two scenarios. Firstly, some move on to dinner or family commitments, whilst others wish to carry on and enjoy a party atmosphere.

We hate to stop a party, so the philosophy was "to provide" with the after party being born. In fact one was so successful we had the "after party after the after party". They have been well accepted and bring the group together in a much less formal setting.

The wine group have now appointed our loyal volunteer and regular door bitch – Mr Bruce Gannon to the task of organising us.





# Donating to charity

What if... in everything we do we give to a preferred charity...

Everyone involved with helping to run wake events help as a volunteer. No one has ever been paid. However we still charge guests at the door. We do this to make sure we have money for catering, equipment hire, glassware and anything else that might crop up. Some events see expenses run over the cup, others are profitable. So, the group decided to donate the profit money to charity.

There were many charity options on the table and initially we supported a different charity per event. However, before long we settled on our favourite, the Heart Foundation SA.

What better choice was there? This charity don't mind if we enjoy a glass of red a day.

## The Heart Foundation

*"The Heart Foundation is dedicated to reducing the dreadful effects of the number of people living with, or dying from cardiovascular disease.*

*They have been a charity for five decades and in that time have championed the hearts of Australians by funding world-class research, supporting health professionals, and promoting health in the community.*

*Cardiovascular disease is one of Australia's most devastating health problems – a fact not fully recognised – claiming a life every 11 minutes.*

*With community support, The Heart Foundation can continue ground-breaking work into the future, providing Australians with the very best heart health information and funds for cutting edge research."*



*31 October 2008*

*Venue*

*Earl of Leister, Parkside*

*Wine Sponsor*

*Charlie Robinson (DeadReds own label) and Bulk Wine Supplies*

*Sponsor*

*Baristador Coffee, Willabrand Figs, Mercato's Catering*

*Wine Judges*

*Jim Manning, Miles Crawley*

*Compare*

*Steve Davis*

*Evening Winner*

*1970 Woodley Burgandy by Sean McLeer*

*Attendance*

*50*

## Processes and problems

The success of DeadReds Two Wake gave us confidence that we could ramp up this next wake event and take it places. So, we formed a committee to help develop ideas. The committee consisted of Mr Jim Manning, Ms Kay Walker, Ms Karen Foster, Mr Paul Prince, Mr Steve Davis, Ms Dana Mallach, Mr Trevor Cologne, Mr Darren Richards, and Ms Michelle Williams. As with all committees we had our good moments and we had our bad. It's all part of the journey of growth.

Ms Karen Foster and Mr Paul Prince, of Princess Fashion House secured our wine sponsor for the night. Mr Darren Richards brought us the venue (The Earl) and Ms Dana Mallach the Willabrand chocolate coated figs. Mr Steve Davis provided our voice along with samples of his fabulous coffee and Mr Jim Manning provided the judging along with Mr Miles Crawley. Mr Trevor Cologne gave us the YouTube video laughter.

This event was a corker. But we had a nervous moment prior to commencement when Jim Manning uttered the words "maybe we can't unearth many more deadreds?" (gasp shock horror) Unfounded. This event unearthed four or five bottles from the

1970's with the rest scattered through the 80's and 90's. We could barely fit into the room and the noise level was astonishing.

Charlie brought along a 1984 Orlando Jacobs Creek Claret to set the tone of the evening. We sampled from bottles with floaties and a Port called "Phark". We had a 1998 Poet's Corner and a 1998 Lenz Moser Cabernet Franc. The selection was stunning.

It was the bottle brought along by Mr Steve Maglieri that was voted by judges as the night's winner. With best taste, best preserved, and best overall everything, the punters who got to sample this fine wine still have stars in their eyes.

The Woodley Burgandy (1970, 1Pint 6FL OZ) simply didn't have the same reaction from the crowd and our judge agreed. The beautifully aged but tragic bottle had obviously lived a tough life, gone green around the edges and may have enjoyed a more welcome entry into the world if it had been opened in the 70's, when it was made. Alas a lost treasure. This bottle was brought to us by Mr Sean McLeer, the singing Irishman, and it was well and truly dead.



## Social Media: Using video to demonstrate

Many people over time had asked “what happens at one of these events?” and typically we would say “come along”. However, we recognised that the concept was foreign, new, different and unique but one that we knew many people would enjoy, especially if they are wine lovers. That said it was still the bravest deadreds venturing along to give it a go.

We also have a lot of our fans or followers based overseas (care of the Facebook popularity) and we wanted to be able to share with them. So what better way to let others understand than video an event and upload the results to YouTube? With this, we could then showcase the event globally.

YouTube is the world’s most popular online video community, allowing millions of people to discover watch and share originally-created videos. It provides a forum for people to connect, inform, and inspire others across the globe and acts as a distribution platform for original content creators and advertisers large and small.

Our compere, Mr Steve Davis, was to rove and ask questions and essentially

gather feedback on the night, news style. Mr Trevor Cologne became video producer and assistant to Steve. The art of mixing with the punters, asking relevant questions and receiving short succinct replies that would remain amusing and entertaining for YouTube listeners is not an easy feat. Steve’s expertise as a radio host was invaluable but even he found it challenging in the crowded, loud and busy room. With Trevor’s help we managed to take four videos in total that remain on YouTube today and have received good viewings. The videos are all located through the profile: CharlieDesign. Or a search via “deadreds winegroup”.

*From Charlie: if you are thinking how can I apply this to my business? Well, video is a great medium to EXPLAIN, to demonstrate and to show case. It can be used for testimonials, comments and opinions. Keep it within brand and short. Short bursts – like a twitter speak but on film. We’ll redefine the concept of a “short commercial or film”. The #twitcom?*





# Dead Reds Wake Four

*Friday, 27 March 2009*

*Charity  
MS Society*

*Venue  
Adelaide Bowling Club*

*Wine Sponsor  
Kirrihill Wines*

*Compare  
Charlie Robinson*

*Wine Judges  
Jim Manning, Lee Ryan*

*Evening Winner  
Mr Sean McLeer*

*Attendance  
50*

## The challenges we face

Have you ever heard of a wine being (Gecertifiseerd) Certified before?

The Nederburg Wine, Edelrood from 1986 was showcased at the DeadRed Wake Four. It is a wine from the Paarl Valley (coastal region), South Africa. Gecertifiseerd means that the wine has passed a series of controls and checks and that the South African Wine and Spirit Board certifies the information on the labels (front and back) is true and correct.

But this was a challenge only the bottle had to go through... we faced other challenges for this evening.

DeadReds Wake Four was held at the Adelaide Bowling Club. This club has been based in the Adelaide Parklands since 1897.

We promoted the Multiple Sclerosis Foundation, a group dedicated to a puzzle that has perplexed medical science since it was first described by the French neurologist Charcot in 1868. The disease affects the central nervous system and can, to varying degrees, interfere with the transmission

of nerve impulses throughout the brain, spinal cord and optic nerves.

Interestingly, Charlie's own nerves were tested in the lead up to and on the night. It was a case of things not always going according to plan. Along the trail of success we all suffer a few failures, but we learnt many lessons.

Taking a deep breath we exposed that the wine group isn't just about wine, it's about people and conversation and attitudes. This was when this journey really started. Getting Wake Four off the ground was challenging. It was also the most unremarkable DeadRed Wake we have hosted. That's unfortunate because we had some fabulous people in the room and our wine sponsors were superb.

We had generated great publicity for them leading up to the event. The event also taught us that charities are happy to reach out with voice being equally as important to them.

That said the evenings overall flavour was that we had failed. However, in



all failures there are learnings and so there was no second thought. We must continue. The group lived on.

Some of the lessons we took from the night was that we needed to keep the event more central and use venues that weren't the "typical corporate event scene". They were too constrained and lacked pizzazz. We needed venues that would embrace us, celebrate us, and rejoice in the uniqueness we offered. Venue's who would LOVE to support wine lovers.

With vision, we emerged and came into our own.

## Social Media: Having a voice

Blogging is by far the most popular avenue for onliners to vent and share opinions. There are simply millions of blogs in the world covering every topic, person, theme, subject and discussion. So, the DeadReds WineGroup joined in. The original blog was through the free service provided by Google called Blogger ([www.deadreds.blogger.com](http://www.deadreds.blogger.com)) and is now located at <http://deadreds.wordpress.com>

Early posts were about a variety of topics although mainly event related. We hadn't moved into any real commentary about wine at this stage. This would come later. We did find a few things to share and here are some:





## Wine Flavours

November 13, 2008

I love groovy things and this website is just that. So, how do different wines taste? This website gives you the flavours as a visual representation...

This visualization then attempts to show the strength of these relationships. The authors culled descriptive flavor words from over 5,000 published wine tasting notes written between 1995-2000 in a major Australian wine magazine.

This is the result:

<http://tashian.com/wine-flavors/>

### **Interesting and funny fact...**

In 1965, the members of the Stock Exchange Club of Adelaide dined at the South Australian Hotel. The guest

of honour was Sir Robert Menzies.

During his speech, Sir Robert declared the 1961 Yalumba Galway Vintage Special Reserve Claret, "to be one of the finest Australian wines I have ever tasted".

In April 1987, Yalumba harvested the first grapes from a Coonawarra vineyard known as the Menzies block... hence the release of "The Menzies" Coonawarra Cabernet Sauvignon on the 15th May 1990.

The DeadReds Five winner was the 1958 version of Yalumba Galway Claret...

We'd like to thank Robert Hill Smith, from the The Yalumba Wine Company for this little gem of information via Bundy Parsons the winner with the '58.

# Wear Red Drink Red and Celebrate Life

*Along the way we have held events for other purposes. One such event was held for the Heart Foundation's 'Go Red for Women Day'. We held this event at the Universal Wine Bar in Rundle Street, Adelaide and attracted a stellar crowd of 40 punters who celebrated in style and raised lots of lovely dollars.*

This event cemented the partnership with the Heart Foundation to become the group's charity of choice. Charlie said at the time "the innovative wine-loving group had never been about making money for itself, in fact all proceeds after expenses had always been donated to a nominated charity of choice, and we will now do so with heart...

"It's a great synergy for the wine group as the Heart Foundation don't mind a glass of good red a day either. They encourage healthy living and lifestyle with a heap of fun events mixed into their own calendar. As an organisation

they are active participants in the community with a variety and mix of activities we (as a group) can also get involved with."

With the partnership in place the group frequently uses the slogan "Drink Red with Heart and Celebrate Life".

We have fine tuned the partnership over time. What started out as a simple awareness partnership (not focused on raising dollars in fact) has now turned into something far more committed. Founder Charlie-Helen Robinson was named an official Heart Foundation Fundraiser in 2011 and there are many events planned to contribute and support in more meaningful ways.

Charlie now focuses on the event administration with the Heart Foundation benefiting from fundraising on the night. 100% of event fundraising goes straight to them and we use a variety of mechanisms (cash, or transfer) to help process these transactions. The easiest has been through the online service "Everyday

Hero”, who are an online provider for collecting money on behalf of charities. Charlie selected this service to take the money handling and administration side away from her responsibilities. The process is much cleaner and more efficient. Everyday Hero is an organisation comprised of marketing and e-commerce professionals with extensive private sector and not-for-profit experience. Through their years of experience assisting both of these sectors, they realised that they had a passion for making a difference.

They quote on their website that Jacqueline Kennedy said of her late husband, President of the USA, John F. Kennedy, “He believed that any man can make a difference and every man should try”.

The Everyday Hero organisation believes all human beings care about their community, environment and fellow man and contributing towards creating a better world to bring

children into, if they have the means.

So, to check back with our overall philosophy and direction for the wine group and the use of online and social media services, here we have an online service, which is global, giving local community members the ability to fundraise, raise awareness and support local activities. A global service supporting a local voice. The concept seems easy, however it has taken til now (circa 2011) to realise this in the full arena and to integrate into out day to day life.

*Our page is here: <http://www.everydayhero.com.au/deadreds>*



# Taking the group further afield

## Visiting the Barossa

Another event we have hosted was on Friday 31st July 2009 in the Barossa at Château Tanunda. We couldn't have asked for a better venue for our first regional event. We booked Château Tanunda's Long Room, the icon of the Barossa Valley, which just happens to be Australia's largest and oldest Château (est. 1890). Guests, who were a mix of Barossa locals and DeadReds members received a glass of Château Tanunda 2009 Barossa Tower Pinot Grigio on arrival. Members enjoyed a country stay, local hospitality and a really good weekend. It is definitely one of our most memorable events.

## Visitors from interstate

Of course being popular has many rewards and one of our more enjoyable trends of recent times is the visitors from interstate joining us for an event. We have a dedicated group who come from Victoria and are considering hosting events in coming times in Melbourne and Perth.

## Groups forming in other locations

The concept and format of the wine group wakes are easy and fun so it is natural that others want to copy.

Our first interstate event was held in Geraldton, WA.

## Interest from overseas

We have always had international interest. Initially via the Facebook group however as our popularity grew many people who couldn't attend due to location were interested in how they could run their own events. It's a compliment that people see a great concept and wish to copy it. Founder Charlie wrote "event guides" and helped sister city groups form in Canada and Texas. We shared this information via email (the first social media tool) and then via our blog.

*Social media gives us the ability to share. Conversation gives us the ability to care. -charlie*



MOUNT  
STATE



1996

CABERNET  
SAUVIGNON

Coonawarra

Each vintage we choose the very best  
parcels of our premium wines to be set  
aside for specific handling. These Show  
Reserve quality wines are selected for their  
promise of greatness which becomes  
apparent in the barrel as they begin to  
mature. Accordingly, they receive additional  
attention in the winery cellars, enabling  
them to develop the distinctive bouquet  
and rich flavours of their full potential.

1958

VINTAGE

BUNTY & MIKE

YALUMBA

Galway Vintage  
CLARET

BOTTLED BY  
S. Smith & Son Ltd  
YALUMBA VINEYARDS, ANGASTON, SA.



PRODUCE OF AUSTRALIA  
NET 1 PINT 6 FL. OZS

HELT  
SAUVIGNON  
TORIA

# Dead Reds Wake Five

*Friday 4th September 2009*

*Charity*

*Heart Foundation*

*Venue*

*Royal Hotel in Kent Town*

*Wine Sponsor*

*Woodstock Winery*

*by Scott Collett*

*Wine Judges*

*Jim Manning, Scott Collett*

*Compare*

*Charlie Robinson*

*Evening Winner*

*1958 Yalumba Claret*

*by Bunty Parsons*

*Attendance*

*40*

## The stories we unearth

DeadRed Wake Five unearthed a 1958 Yalumba Claret brought along by group member Bunty Parsons. Whilst many may think a bottle from 1958 Yalumba would be a supreme gem, what began as a gift from Bunty's mother was actually quite dead! Unapproachable.

Members soon understood the reason after hearing the bottle's life story – it is perhaps not surprising it turned sour. It's true, squeals of delight were heard at the sound of the perfect "pop" by the undamaged and well preserved cork; however soon groans filled the room with the sight of a muddy, cloudy liquid leaving the bottle. No amount of decanting or breathing could have saved this beauty. Its life full of promises, ended, but well lived.

The nights sponsor, Scott Collett from Woodstock Winery totally agreed, "This wake has been a unique experience and a fun one to support but I'm not letting that wine anywhere near my lips".

Scott Collett from the family owned Woodstock Winery and Coterie, just happens to be a well known local identity and one of the state's best wine makers with a swag of awards under

his belt. We were happy to accept his word. In response to Scott we also said "these events encourage members to bring along such a bottle to share with fellow wine hoarders for an adventurous evening of wine tasting. Some turn out sublime, some vinegar. But that's what the night is all about. Wakes are evenings of sensory highs and lows, animated conversation and a lot of laughs. We heard all of that here tonight."

# Social Media: Being LinkedIn to networking

Our social media approach til this date had been mainly via Facebook, YouTube, Twitter and our Blog. However, looking at the group demographics we decided to branch out into the professional or work related social media services, starting a group on the service called LinkedIn. LinkedIn's mission is to connect the world's professionals to make them more productive and successful. Our aim via this group is to share industry news, trends and information.

To start the conversation one of our members Phil Ahern asked "what is a DeadRed?". Simple question and one that many ask, so here are two answers:

A 'Dead' Red ????????  
by Phil Ahern

How might one explain a really 'Dead Red'

Perhaps it's the week with a migraine in bed?

The finest rose -coloured vinegar ever tasted?

The perfect cheapie for a teen to get 'wasted'?

The hard-drinking Barnes would sing 'my bloody oath'

'tis the best mate of a three day growth!

Seriously though ; ' how might one define

the consummate Dead Red ;

Oh how Divine?'

What is a DeadRed  
by Phil Auckland

Are they not the reds that gave their lives to be there for us should we have needed them along the way,

The reserve army who were on standby always ready,

Who kept our cellar safe and ready for whatever might eventuate,

Who lived their life through their prime and didn't need us to drink them to validate that they had once been a very great red,

The ones who having given their life in this lifetime will come back as a Hill of Grace to be celebrated at a wonderful dinner party in the next lifetime.

*The LinkedIn DeadRed WineGroup is located at: <http://www.linkedin.com/e/vgh/1112617/>*





# Dead Reds Wake Six



26 March 2010

Charity  
Heart Foundation

Venue  
The HWY by Tom Williamson

Wine Sponsor  
Gemtree Wines by  
Mike and Melissa Brown

Ceremonial Bottle  
Francis Wong,  
1986 Woodstock Jeroboam

Retail Sponsor  
Premium Wines Direct

Wine Judges  
Jim Manning, Francis Wong,  
Mike Brown

Compare  
Rick Carter/Steve Davis  
(Skyped from Darwin)

Evening Winner  
1970's Hardy's Barossa Claret  
by Charlie Robinson

Attendance  
60

## Perfect red dresses, perfect old wine and perfect company

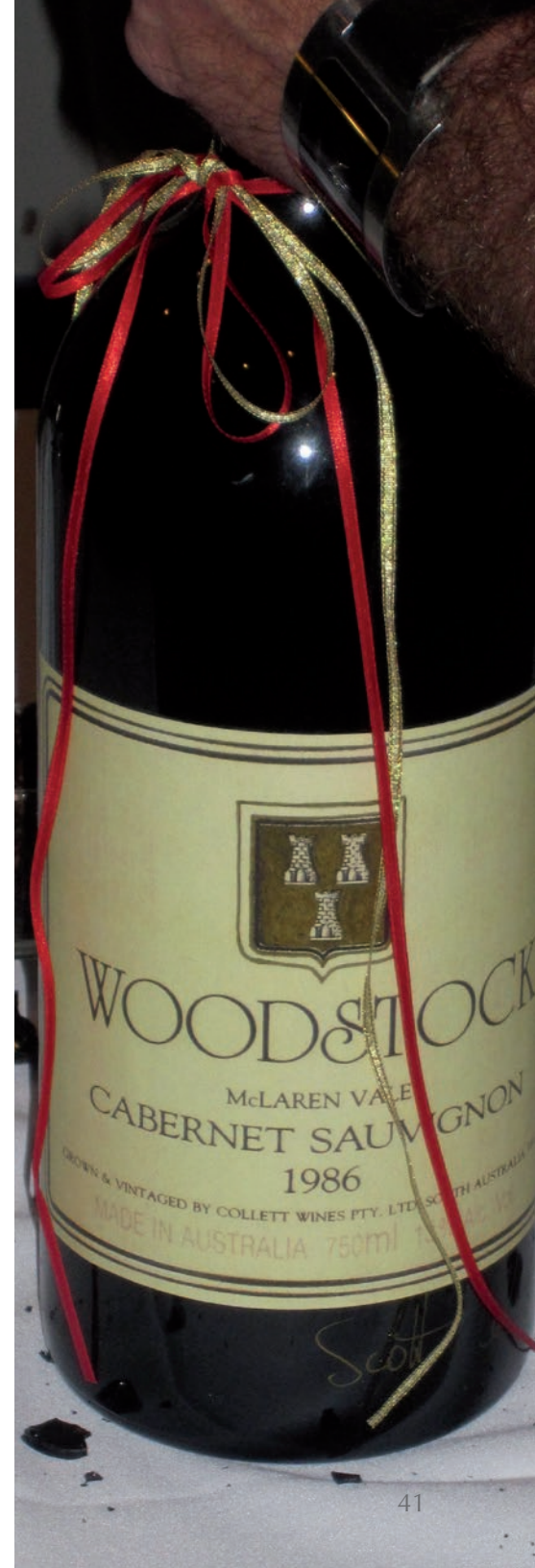
This event was always going to be different. It didn't let us down.

We were looking for a company to support our efforts to buy and sell wine to members. We announced the Premium Wines Direct retail partnership on the night. Part proceeds from each sale are a direct donation to the Heart Foundation.

DeadReds Wake Six started many firsts for us.

We started the concept of an official bottle opening ceremony. We had caught wind that a very special Jeroboam was to be unearthed. The Jeoboam size is two magnums and the bottle was a 1984 Woodstock. It was brought along by Francis Wong, at the time a prominent Adelaide City Councillor. We had no less than FIVE judges on this night. It certainly provided a sense of occasion.

We also ramped up our social media and online activities.



# Social Media: Connecting

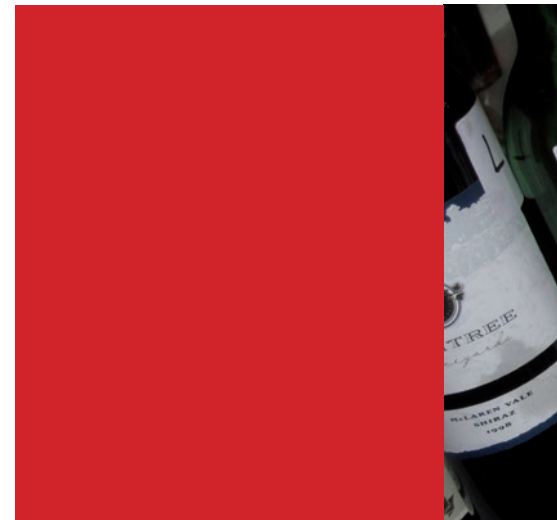
This event came to be by the grace of social media.

Charlie was approached by Adelaide Matters for an interview and we had a great opportunity to promote DeadRed Wake Seven but had no venue. In her anguish to locate a venue we used a shout out on Twitter. This introduced Charlie to Tom Williamson from The HWY and within hours we had secured a deal to use their venue. It certainly demonstrated the power and speed of Twitter. *Have tweet, will light travel?*

But just because one thing works quickly doesn't mean all other things fall into place. When Charlie started creating these events there were times when we tried to "fit in with everyone" and would change dates a few times to make sure we got everyone. Lesson, you just can't please all. Nowadays, whilst we have a very dedicated group of volunteers we still go ahead and book dates and hope for the best. Generally enough notice is given that it works out OK in the end.

On this occasion my compere Mr Steve Davis was to be away the night of the wake, in Katherine, Northern Territory. His wit, humour, stories, and style help make the night, so we decided to Skype him in. We were always looking for adventurous new ways to do things and this one certainly fit that criteria. Our venue was more than willing to support this idea and lent us full IT assistance to set up and implement.

It was a highlight of the evening, especially with him showing off the local natives ( a duck and a naked man? ). This idea is worth exploring for future events. The conversation has travelled along the idea of a global DeadReds function. Now we're talking....



Charlie Design's motto of "Let's Engage Socially" combined with a proactive involvement in the new social media and networking technologies ensures communication methods remain contemporary, fluid and proactive.





# Dead Reds Wake Seven

*2 July 2010, 6.30pm*

*Charity  
Heart Foundation*

*Venue  
Bang & Olufsen, Adelaide*

*Wine Sponsor  
Thompson Group*

*Wine Judges  
Jim Manning  
Steve Thompson*

*Compare  
Steve Davis*

*Evening Winner  
David Barnes*

*Attendance  
60*

# Our group characteristics

Our wine group community come from all walks of life. Our wine group sponsors and supporters are a dedicated and loyal bunch. Charlie says frequently “these things could run themselves” however there is still quite a bit of work to be done. For this next wake Steve Thompson, our wine sponsor for the night supplied a delightful selection of wines, both whites and reds, including a 100yr old vine selection.

With well over 60 deaders in attendance including the Honorable Michelle Lensink, MLC and her husband Scott, Member for Adelaide Rachel Sanderson and partner Peter Rowe, Karen Foster and Paul Prince, Leigh Causby and Antoinette Hunter, and Paul Creedon to name a few, we also welcomed new member James Porter.

It was when deaders like Ms Fiona Lucas from Victoria walked into the room that I thought “wow, we have grown!!” We now have people travelling to come to an event from Victoria. And that’s a great feeling.

Ms Dana Mallach spent the night inspiring all and sundry to write in an old fashioned red leather visitors’

book. We captured these thoughts and comments from the deadders crowd:

*“Tremendous night. I must put a few aside for future use at these events rather than drinking them all now.” Andrew Andrew*

*“As virgins of DeadReds... what a fat night. We will be back!” Sonia & Neil Brine (Ed Harry)*

*“Hey Charlie. So much fun – was worth driving 9 hours for xx. We love you.” Fiona Lucas*

*“So much fun, we wouldnt miss it for the world, thanks guys”.  
Michelle Lensink*

*“There are those who talk.  
There are those who attend.  
And there are those who offend.  
Then there are the deadredders”  
Graham Parks*

*“The people mingled, they talked, they imbibed, but most of all they celebrated the fantastic DeadReds on offer”.  
Nathan H Gray*

*“Great night, great wine, great food.  
Well done Charlie. Best wishes”  
Rachel Sanderson*

*“DeadReds is my life.” Karen Foster*

*“Life is a box of chocolates. You never know what you will drink.”  
Paul Prince*

And the quote from the night:

*“we don’t have to swallow”  
Fiona Lucas, from Victoria.*



## Social Media: When social media goes wrong

Facebook suspension: the risk we all take

*“Social media and networking, where like-minded people share, care, and engage for personal or business benefit, is relatively new ground for business. The impact, risks and benefits are still emerging however our business world is starting to learn how to adapt. There will always be mistakes and lessons along the way.” -charlie*

Charlie’s day job is as a communications consultant and she has learnt firsthand some of the business risks and impacts when the Facebook pages created to run her business and networking groups suddenly vanished. This included her DeadReds WineGroup pages.

But first let’s take a step back.

In 2007, Facebook introduced its Pages feature to enable profiles for brands, companies, organizations, and celebrities. Facebook Pages have the look and feel of personal pages but offer more features, such as the ability to send messages out to thousands of fans.

Many businesses created Facebook Pages to promote themselves, strongly encouraged by social media experts. Today, a typical Facebook Page has more than 4500 fans (source: Sysomos Inc.) allowing Page owners to stay in touch with loyal supporters or like-minded individuals.

On Tuesday 8 June, Facebook suspended Charlie’s personal account profile due to an “unusual payment activity”. As a consequence, everything

associated with the profile’s email address was suspended as well.

The Facebook Pages managed using the personal profile – ie pages for the DeadReds WineGroup, Charlie Design Consultancy and the Social [Media] Butterflies – suddenly disappeared.

At this time, the group had been active for three years, had attracted over 450 members and had fostered relationships, friendships, and business contacts. It was a thriving, healthy networking group. So, when the DeadReds Page went down, organizing this event became problematical.

Facebook is the perfect “hub” for groups like DeadReds. It would be challenging and costly to create such a group using another online or offline resource. But the account suspension





taught many how vulnerable a sole trader can be. The email from Facebook started with:

“We can only release information regarding a user’s account to the account holder. Please respond to this email to verify account ownership.”

This is interesting in itself as the email on my Facebook profile (the one in suspension) matched the very one they sent this message to. However, once they had verified it was in fact me they were speaking to, Charlie got asked these questions:

1. Have you initiated a dispute on charges from Facebook with your bank or credit card company?
2. Have you initiated a dispute on charges from Facebook with PayPal?
3. Please describe your reasons for disputing these charges.

The response was a resounding “no” and we proceeded to correspond via email to sort what had happened. It became clear there had been an innocent mistake in that an unused credit card was assigned to the profile and Facebook had used it to process an invoice for an advertisement. Interestingly Facebook found it hard to simply accept payment from another source to clear the debt. “Unfortunately, we will not be able to reactivate both your profile and your payments until the charge backs are reversed.” It took three months to clear Charlie’s name and get things back on track.

But what lessons had we learnt? Well, many.

As sole ‘owner’ of a Facebook group, there was no backup plan for admin. In retrospect this may seem high-risk or even naive but learning’s simply were

not available at the time. Just knowing how to ensure a page is not suspended, removed or deleted isn’t enough. Due to the suspension Charlie couldn’t reach group members. Facebook did not put a courtesy message on the Page saying why the group was suspended, the Page simply vanished overnight. There was no way to contact members.

*Charlie’s Tip: While Facebook is a uniquely powerful platform, people who operate businesses from it need to take steps to secure their information just as they would any other CRM platform.*

# Dead Reds Wake Eight

*1 October 2010, 7.30pm*

*Charity  
Heart Foundation*

*Venue  
Channel 7, Adelaide*

*Wine Sponsor  
Bundalong, Coonawarra  
James Porter*

*Wine Judges  
Jim Manning, James Porter*

*Independent Auctioneer:  
AJ Coleman, Gerry Manning*

*Compare  
Charlie Robinson*

*Evening Winner  
Charlie Robinson*

*Attendance  
80*

## Helping others and getting involved

Following sharp on the footsteps of Wake Seven, to be offered the outdoor deck at Channel 7 was simply “the best”. DeadReds Wake Eight highlighted the first public release of Bundalong Coonawarra’s wine as the family thought it only appropriate to launch to such a sophisticated group of wine connoisseurs. How could we refuse? We had to get involved.

Our judges included our sponsor from Bundalong, James Porter and as always, Jim Manning. James’ family vineyard, Bundalong, has been a long time supplier of grapes to Southcorp, its successors, Fosters and now Treasury Wine Estates as well as other Coonawarra wineries. It is located in the Coonawarra where there had been an old but shallow limestone quarry. It was a privilege to help them launch their first label.

The cabernet served on the night was a typical cool climate Coonawarra variety with ripe, soft, black fruit characteristics with a minty undertone. The shiraz had rich, soft, spicy tannins with ripe fruit and mocha flavours.

The event was a great success. It boils down to the fabulous people within the group; people who have each

supported unconditionally the charter of the group – that is – to unearth old wine. They each have a dedication to the wine industry in South Australia as lovers of wine in the consumer space. Many have been with me from day one... and that makes me immensely proud.

Traci Ayris, Channel 7 hears stories, retells stories and produces stories with a fabulous one shared on the night. A huge part of the DeadRed group is about sharing these fun and sometimes quirky stories about where bottles have come from, what life they have led (not always great) and how they have come to be where they are today. It’s what makes the evening so immensely enjoyable.

The group doesn’t always care what is inside the bottle (shock!!). This is probably our biggest differentiator with other wine groups. It is all about age, story and theme. However, to open Wake Eight our loyal supporter Martin Fry searched high and low whilst on European vacation for that perfect bottle to bring back and share. That bottle certainly travelled far!! It was French and gave us much joy celebrating its opening.

There were many more special bottles unearthed for the night:

SVS 1999 Shiraz Pressings. Auctioned expertly on the night by AJ Coleman, member Simon Tiddy scored this bottle with the donation going straight to the Heart Foundation.

1968 Potts Bleasdale Vineyards. Auctioned again by AJ Coleman, our Channel 7 sponsor Traci Ayris bought this bottle with her donation also going to the Heart Foundation.

1945 Penfolds Grandfather Port. Our door prize won by Peter Joseph Coombs. Interestingly, Penfolds is a client of Peter's and he relayed some interesting yarns.

Finally, the bottle winning the night due to it being considered "most alive" was the 1984 Bleasdale, Langhorne Creek Special Vintage Shiraz, brought along by Charlie. The bottle says "the wine is a well rounded style with distinctive varietal flavours. Whilst suitable for current drinking, cellaring will allow further development". We're not sure what it tasted like in 1984 but we do know that it was definitely still splendid.

Very much alive – a celebrated life to be sure... like the club itself.





## Social Media: the EGOconversation

This event was all about traditional media (TV) supporting a start-up wine group who supports a local charity. Social media didn't get a word in on this night of nights. From our guests, there was an element of wanting to come along simply to "checkout" Channel 7, the local television station. This didn't detract from the night in any way. Traditional media is mass media and far more publicity conscious and entrenched into our day to day life than social media is at a local level at this stage (2011). In many ways social media only supports the far superior traditional media.

Television and radio will be around for a long time to come yet, however it is true their formats and presentation styles may change. Social media

integrates and supports. This has been witnessed in many ways. Natural disasters like we have seen from the BP oil spill, the Brisbane Queensland (Australia) floods, the Christchurch New Zealand earthquake and the Japan tsunami have proven this. What is released via TV etc is disseminated virally through social media feeds.

People have conversations about it on social networks.

But at the local level and for this event, we let social media rest. Post event however the chatter and conversation, of the photographs taken on the night, certainly took over. It's a curious thing. One aspect many forget to discuss about social networking is the "look at me" aspect. Brian Solis, a globally



recognized, prominent thought leader and published author in new media, calls it the “EGOsystème”.

He challenged all when he asked “if you had the option, would you opt out? Would you remove yourself from these systems scoring your social persona?”

While many discuss the meaning behind privacy, most want to be showcased in a beautiful photograph for all to see. The Facebook craze of photographing simply everything we do has been and gone in a flurry of fun and frivolity that was soon stomped on by the less fortunate or risk averse. The daily photograph the Twitter 365 project produced, which hits the streets circa 2008 to 2009, created hundreds

of photos and blog posts about those photos from participants across the globe. It raised awareness about lifestyles and opinions everywhere.

And in this craze of photographing, humans had the ability to suddenly see more of themselves, rather than their TV (celebrity) counterparts, for the first time. It was look in the mirror time. It spawned a million wannabe stars. In raising the human voice we have also given people their ego and confidence along with a platform to showcase and display.

This isn't a bad thing. As each step unfolds in this process we discover new rules of engagement with each other as individuals, as business people and as friends. Since 2007

when DeadReds first entered the world of Social Media via Facebook, images of bottles were the most important element. It generated the conversation and discussion. This has not changed in any way with people being the most favoured topic of discussion!.

The EGOconversation has arrived.

# Blogging with others

## Opinions and voices

One of the reasons blogging has become popular is due to the interaction it provides. It gives people a voice, creating a conversation. With services so entwined these days it also allows the conversation to happen anywhere. So, whilst the blog may have been written using the service called Wordpress, or Blogger (by Google), the conversation about that opinion or article will happen on Facebook or Twitter. It provides a mechanism to kick start.

Linking and sharing blog posts via various other social media services and through different friends expands the audience. Bringing on board additional writers meant the DeadReds WineGroup would no longer be defined by a single news feed or twitter stream. Blogs are usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video however only using Founder Charlie as our blogger meant there was generally only one voice and one opinion for people to comment on and generate conversation. Introducing two new bloggers into our mix, with quite different personalities, meant we could expand and grow our voice, appear in different news feeds, and generate more conversation.

So, Charlie negotiated and secured two group members to join the blogging team as writers:

1. Nathan H Gray shares stories and experiences in his travels from far and wide and across the miles with us. He also discussed the international trade market, in particular looking at China.
2. Graham Parks provides banter and commentary in a vast range of wine related topics and has a definite affiliation with what is happening in government and regulation land.

This section of the book has been dedicated to our bloggers and we share with you two of their best articles.

# Nathan H Gray

*Nathan's background is in fact as a cross cultural management professional who provides advice and international management solutions to Australian companies. He personally possesses a wealth of knowledge and experience, working in management roles in multiple industries; from the health and fitness industry through to engineering consultancies. He is a strong contributor and member of two of the most important Asian business chambers in Australia and is the Secretary of the Australian Asian Chamber of Commerce and Industry, and the Vice Chair of the Australian Indonesian Business Council SA branch.*

*And he quite often blogs about the Chinese market for us. Here's an example of his thoughts:*

*Note, this is the original, unedited version*

## **“Gan Bei”: Ritualistic Drinking in China**

The importance of relationship building to the Chinese is paramount.

Apparent social functions like banquets are held in very high regard by Chinese businessmen and government official due to the ability for one to get to ‘know’ their potential business partners. This knowledge is achieved through watching foreign businessman’s behaviour during the formal and informal drinking and eating rituals that are performed during every formal banquet. It is therefore important to be aware of these rituals, drinking strategies and how to ensure you leave the banquet in higher esteem than when you arrived.

There is a definite hierarchy to the formal toasting at a banquet.

Thus the host will toast the most important guest, then the next most important and on and on down the order of importance. This must be remembered, in order for one not to jump the gun and propose a toast before ones allocated turn. It is therefore important for one to observe the banquet environment to determine ones hierarchy at the banquet table. Toasting someone is highly ritualistic and generally requires the toaster to stand and make a toast. It is important at this stage to ensure there is an adequate supply of wine, beer or spirit in the glasses of the toaster and the toastee. The glasses should be filled to the same level, if they are uneven it can imply anything from a lack of respect through to an intent

to cause drunkenness. One must then propose a suitable toast, probably to enduring friendships and successful business ventures, while looking at the person receiving the toast. It is at this point that the glasses are clinked to confirm the toast. Even this ritualistic clinking is embedded with importance.

Clinking of glasses should be done in a delicate and considered manner, not smashed together like beer steins in a Bavarian beer hall. It is important to get the glass as low to the table as possible when clinking glasses. This is much the same principle of bowing in traditional Japanese culture. A lower glass infers respect upon the other person. This can create a competitive environment when in China, as each person strives to outdo the other with the lowest glass. Ultimately both glasses may be touching the table. It is at this point that the toast is completed with the refrain of 'Gan Bei' which is like cheers, and implies that the glasses will be emptied. Obviously this could pose a problem if the glass is significantly filled, or is filled with a strong spirit, especially if you have already completed a series of 'Gan Bei's'. The glass should ideally be grasped with both hands, one hand around the rim and the other at the base of the glass. Drinking the contents of the glass in a measured fashion, not necessarily throwing them back quickly like shooters in the front bar of your favourite night club. Depending upon the competitiveness of the drinking, you may be required to show the inside of your glass to prove it is empty, or even turn it upside down over your head. Allow for regional variations to determine which is the norm in this regard...when in Rome do as the Romans, when in China do as the Chinese.

At this point it starting to seem like an end of season footy trip or even a stag party.....but it is in fact serious business, and it is vitally important to remain at the top of your game.

Potentially business killing mistakes can be made easily under drinking duress, so be careful. To succeed in not playing the fool or blowing the game through inappropriate drunkenness it is important that you have a strategy to deal with a 'Gan Bei' attack should one occur. A 'Gan Bei' attack is where a series of hosts all toast you one after the other; this is especially dangerous if you are at a numerical disadvantage, and your team members don't match up evenly with the other side to reciprocate the 'Gan Bei's'. If there is no disadvantage then this is easily remedied by reciprocal 'Gan Bei's' by other members of your contingent, that way evening the drinking balance. If you are under siege and have a disadvantage then you need to be a seasoned drinker, keep calm and even consider regular trips to the toilet....for a ritual cleansing (I am not joking here).

Obviously not everyone who ventures to China on Business is a drinker, or a seasoned drinker, however, not accepting a toast is very dangerous and will be looked upon as uncivilized or potentially disrespectful. This does not mean that you will necessarily kill any deal, but it does mean a successful deal is a lot more difficult to achieve.

So the moral of the story is to be prepared, be strategic, and try not to drink mystery spirits.

**Nathan H. Gray**



*Nathan also has the spirit and background to offer our group a few interesting travel and wine stories. In particular ones that involve some very interesting wine.*

*Some of his advice to date has crossed the miles from China to Russia and he has even tackled the wine snob debate. One that the group occasionally gets mixed up in. The DeadRed WineGroup is committed to unearthing old wine however it is a wine group who just know what they like when they taste it. We are not formally trained. That said we never shy from experience and love a yarn about a grape variety or year as much as the best of them. We just tend to listen more than speak.*

*Nathan knows and shares his experiences with us. From conducting business in China, with the rules of engagement vastly different from what we would expect in many western countries, to taking on the Chinese Banquet. He knows that it is as much about drinking as it is about the food. The drinking is ritualistic and reinforces the hierarchy present at the banquet table. There is no surer way of killing a deal than to be rude and offensive at the Formal Chinese Banquet.*

*Nathan knows that in another part of the world, St Petersburg in fact, the Russian Champagne....or as it is traditionally called Sovetskoye Shampanskoye, is not one to seek out and rejoice with.*

*St Petersburg is a magnificent city in Russia's Venice of the East. A city replete with imperial palaces, art galleries, imposing churches, ballet theatres and of course canals. A city that was established over 300*

*years ago by royal decree, that is now embracing its royal heritage. Beautiful in its presence, wonderful for a white Christmas, but please, be careful of the Soviet Champagne – it has nothing on its French name sake.*

*Nathan knows we have all seen them, the people that like to pontificate on the merits of one brand or other of a particular wine. Nathan says*

*“I can hear many of you out there saying “but I can always tell a Shiraz or a Cabernet Sauvignon... They are distinctive!”.” he explains “You may think you know your wine varieties, but you probably don’t. If you embrace your taste buds and search for new interesting wines, then you may discover the wine wonders that are there to be found.”*

*Here's what happened with the Australian federal election, care of Nathan:*

*Note, this is the original, unedited version*

## **Wine Politics: What wine will Australia be drinking over the next three years?**

The Australian public will go to the polling booth on Saturday to find out who will be the next Prime Minister of Australia.

Now I have got to say that I have had enough of the adverts and the politics these last 5 weeks, and so I thought: what might be a better and entertaining way to think about our federal politicians? What about if we thought about our politicians as a bottle of wine? If you think about it there is some potential merit in this idea. I have bought wines before that I thought had so much great potential, and were saved for a good day in the future....but when it was opened, you realise that the bottle has been oxidised. Bugger. Or the wine turned out to be not as good as you were hoping. Well I think politics are a bit the same.

So to make things interesting this Saturday, I would like people to think about the wine they might think best approximates the characteristics of a specific politician.

Now obviously we don't all agree on our politics otherwise our governments would get in with 100% of the vote, but if you think about it, we also can't all agree on which wines we like and don't like. So let's have a bit of fun and see if we can match up some Politicians to some wines.

### ***The Former Prime Ministers***

Harold Holt – On the label it said that it was an old Rutherglen Tawny Port, but one day you opened it and it had gone to water.....(well perhaps that was not a good one, but he was a bit before my time)

Billy McMahon – I think we can equate Billy with a Banrock Station 2 litre Cast of Red. You know the one with the wing nut thumb screw tap. Not very good really, but good for a quick drink.

Gough Whitlam – A 1972 Rutherglen Muscat that was going to be good and sweet, and something different from the Tawny Port you were used to drinking....but turned out to be oxidized early on and had a sour ending.

Malcolm Fraser – It is hard to reconcile that the Grange comes from the same grape as the Hermitage La Chapelle Vertical : it has such an intensity of fruit and such a fabulous, soaring, almost volatile, Porty character. Dark, brooding aromas on the nose initially, with stiff tannins in the early bottles, but started to age well and mellow over the years. Unfortunately the recent bottles have been duds. Pity.

Bob Hawke – Vesty, vivacious and feisty. Bottle of Australian Champagne. Bubbly and good with the ladies.

Paul Keating - A bit pompous, arrogant and flamboyant. .A bit like a 1992 Chateau Margaux an overrated French Bordeaux, but not as good as a big bold Aussie Red.

John Howard – The bottle of Vintage Port that was hit and miss. Early drinking just didn't quite hit the mark, then after 20 years or so they were fantastic drinking....but the last couple were opened too late and had gone off.

Kevin Rudd – Fantastic potential in this single vineyard Shiraz. Had the potential to be drunk over the next 10 years with relish. Unfortunately the cork was damaged, and was oxidizing from early into cellaring.

**Nathan H. Gray**

## The PM Contenders and other Selected Politicians

Julia Gillard - would need to be a “red” wine given her hair colour, and her voice is a bit harsh and loud so maybe a Bold Barossa Shiraz? Probably a young wine as it is untested. The Nosey Parker Barossa Shiraz is a gutsy Aussie red that boasts all the hallmarks of this classic variety – dark berries and spice on the nose; supple, ripe tannins on the palate. We pick this wine as a PM contender.

Tony Abbott - would be a red wine too...he seems to be getting better with age, and has been evolving into a more well rounded and drinkable wine. Perhaps a good 2004 wine? Given the “Mad Monk” tag of old I am thinking he would have to be a Sevenhill Brother John May Reserve Release 2004 Shiraz. As written by Jeni Port; “So there we were – atheists, Christians, the odd agnostic or possibly Buddhist, who knows – bowing heads and listening to a verse of thanks to a greater force unknown to many of us. It was an act that seemed entirely appropriate...” and she continues “The ‘04 Brother May shiraz has an honest, almost rustic personality driven by plenty of blueberry/dark berries and earthiness upfront, finishing soft and velvety. The background eucalypt presence is very Clare, very Sevenhill.”

Bob Brown - Would have to be a young wine that has unknown potential. Quite “green” and a bit bold. More likely to be a hit or a miss, not much in between. Maybe a 2005 Cape Mentelle Zinfandel as tasted by Paul and rating 90 points, he says the wine is clearly a Zin, and yet very un-American, and pretty good at that – who would have guessed it as a Margaret River though? Nose opened with a whiff of oaky vanilla, then savoury scents of tomato and beef stew wafted out, along with some boiled herbs, briar and bramble. Palate was rich, with tons of weight in its tomato puree tones wed to mouth filling flavours of spice and bramble.

Finish was quite full-on as well. For all that though, it was never bloated or monstrous. Acidity was not particularly pronounced, but it was essentially in balance. Quite a pleasant drink indeed. Not a bad pairing with the meat dumplings, although it would probably be more at home at a BBQ.

Steve Fielding – could be a glass of water (but not from the Murray Basin) or a bottle of Mount Franklin (less extinct?). Safe to drink, and no risk of getting drunk, but a little inappropriate for a wine function.

Phillip Ruddock - would have to be a Bottle of 1973 Metala Vintage Port. Got better with age, and has started to mellow. This wine presents with a difficult encounter and a minder that old need not necessarily be good, however it is not age in itself that spoiled this wine, but rather a poor cork! Very deep sienna brown colour, with caramel onion brown hue. The nose is corked, but under the corkiness were notes of raisins. The spirit was not yet fully integrated, but the true character of the wine was difficult to determine, under the strong corked layer. Raisin spice aftertaste.

So have think and see what wines you might think are appropriate? So on Saturday August 21st What wine will Australia be Drinking?

**Nathan H. Gray**

## The Election Party is still going and we still haven't decided the wine we will drink!

The Australian federal election has been run....but we are still none the wiser about the eventual outcome, and whether we will be drinking the Nosy Parker Barossa Shiraz (Julia Gillard), or the Sevenhill Brother John May 2004 Reserve Shiraz (Tony Abbott).... only time will tell. If nothing else we do now know that 2005 Cape Mentelle Zinfandel (Bob Brown) will be present and influencing the politics and legislation in Australia.

If you think back to the election night coverage there were cameo appearances from many of the wines suggested in the blog last week, we saw the triumphant return of the John Howard Vintage Port, which seems to have recovered some of its drinkability, while the "Australian Champagne" (which I would point out is probably more likely a Cockatoo Ridge Sparkling White) Bob Hawke was on hand on Sky news to liven up the party. But it is now time to think about the future, and it seems that whichever of the two lead Wines on offer, Australia will be drinking a mixture of wines and not just the one Shiraz. I would think of it as a mixed dozen government parliament really, but the taste and quality of those last 4 bottles will be a debatable.

At the Last DeadReds event we had the opportunity to taste the Centenary of Federation Shiraz which commemorated our first federal parliament, which was incidentally not controlled by one part or another and was in fact a "coalition" (not Labor and not Liberal) government.

With this in mind I would propose that it is time that we choose a Wine to celebrate our new hung parliament. This wine will need vibrancy, full of fruit, deep in colour and

probably a little bit different. It is also likely to be a Wine that is a blend of grapes and definitely not a single vineyard vintage.

So I would like to ask our friends and followers what wine do you think truly has this appeal and will accurately reflect this new Hung Parliament....

**Nathan H. Gray**

# Graham Parks

*Our second blogger Graham Parks is a Military Consultant and Defence Contractor with a diverse range of operational experience, planning, delivery and resourcing. He has experience in liaison at home and abroad. He is an absolute gem of a man with a beautiful soul and he has mentored Charlie on several occasions and kept her on track. Here's a sample of his offerings:*

*Note, this is the original, unedited version*

## Government urged to boost cask wine tax

An alcohol control group says the Federal Government needs to take on the wine lobby and introduce a volumetric tax on alcohol. The Government has ignored a recommendation from the Henry tax review for a volumetric tax on alcohol which would see higher prices for items such as cask wine.

When I read that, I smiled, thought to myself, 'So what? That doesn't affect me, I don't drink Chateau Cask.'

"There's a need for greater taxation revenue for the Government, there's also a need to do something to reduce alcohol-related interpersonal violence which is a problem right around the nation," said People's Alcohol Action Coalition spokesman Dr John Boffa.

Now he had my attention! If they raise revenue from Chateau Cask varieties, it won't take long for the Government to realise that they could also make more revenue from increasing the cost of bottled wine, you know, that elixir of life we gentle folk drink. It's a knock on effect of immense damage to my lifestyle. But on its own it isn't a problem the Government might be persuaded to attack, so he held out the carrot of more revenue. The Cad!

"Unfortunately the wine lobby is very powerful and historically they have thwarted all attempts to introduce this. There are some very powerful vested interests at stake here and unfortunately the general public are the big losers because alcohol-related violence, homicide, suicide, a significant amount of hospital admissions could largely be prevented,' he added.

Taking this to its extreme, wouldn't we gentle folk consider that those who sit in hotels everyday and consume vast quantities of beer or spirits are more likely to commit homicide, suicide or domestic violence? I don't of course include the Sunday Chardonnay fraternity in that general statement, since few of them are aware that there is a world outside the Black Fly Chardonnay. And when was the last time you heard of a person with a passion for Shiraz or Cabernet Sauvignon, Sangiovese or Tempranillo, commit suicide? So it seems to me that the tax could be aimed squarely at the more cultured of our society rather than the hordes of the great unwashed who consume squillions of gallons of beer and spirits – often in the same glass!

Dr Boffa says the tax would raise the price of cheap liquor like cask wine while having little effect on beer and spirits.

Aha! I rest my case, placating the very people who cause the violence. Moving right along.

He says a volumetric tax would stop alcohol makers and retailers from exploiting people with a drinking problem.

I wonder if I've been elected by the Bottled Wine Drinkers Association of Australia to point out to Dr Boffa that people who drink fine wines don't have a drinking problem because committing homicide or suicide would eat into our quality drinking time. I don't think the wine lobby is exploiting anyone. Okay, it's exploiting me by producing wines of great merit, but then so is the Australian Wine Society. They provide me with an opportunity to drink the best wines from around the world at reasonable prices but it's an exploitation I strongly support and encourage.

Just hold the phone, Joan! Didn't the Government increase the price of cigarettes in order to reduce smoking? How's that working for you? Seems to me that no cigarette manufacturers have closed due to reduced sales, a few economically

disadvantaged people have had to give up smoking their own and the age old Australian trait of botting has increased, but overall it's had minimal effect. As it would of course. The best indication of future behaviour, is past behaviour, so what part of the failed smoking campaign does Dr Boffa intend the government copy?

"Most people have realised that wine at a \$1.99 a bottle is something that only the heaviest drinkers will buy. It's targeting the heaviest drinkers. It's targeting people who are dependent on alcohol and with a major problem."

At the risk of sounding shallow, I've never paid \$1.99 for a glass of wine let alone a bottle. Not even for cooking. It's obvious to me that Dr Boffa is not a frequent visitor to the front bar of most metropolitan hotels, where the majority of beer and spirits are consumed, nor does he pay extortionist entry fees to night clubs masquerading as "Trendy Night Spots" where mere children quaff Vodkas or Shots that look and taste like lolly water before they stumble outside and percolate all over the footpath.

Perhaps then there is a drinking problem in that our unquenchable thirst for revenue and to be seen to do something about problem drinking without actually tackling the problem, needs to be expanded to include those beers, spirits and pre-mixed kiddie drinks that hook our teenagers before they even have the opportunity to hear of fine wines. Dr Boffa can then deal with Fosters, Carlton and some other multibillion dollar enterprises. Then he'll find out about lobbying. Or perhaps he already has.

I wonder if there is a Government Grant I can apply for to stop do-gooders from interfering in my quality of life.

**Graham Parks**

*However, it was Graham's observations of our group that got everyone talking.*

*Note, this is the original, unedited version*

## DEAD REDS SEVEN: an observation by a leg man

From the moment I strode up to the venue for Dead Reds Seven, I knew that Charlie had out done herself. It was a great venue, perhaps a little on the small side had a hundred people attended, but it was very classy, very central and constructed of a very amorphous solid through which the world at large could watch Dead Reds in action. And some of them did.

The presence of The Highway told me that all things being equal, the night would be a success. Or else people would die trying. Now, is that an indication Dead Reds had arrived? Or perhaps that Charlie offers something missing in everyday requests for support and sponsorship – an infectious personality, an inventive mind and enthusiasm unbridled?

Tell us the gossip young man! The crowd was not huge, it was a good turnout for winter but if the decibel meter was anything to assess the night by, it was a huge success. Colour dominated the scene and from a purely spectator perspective, the fashionistas themselves provided the source of colour. Fashionista is a gently sarcastic term for a person who is an enthusiast for fashion I know, but most appropriate to some don't you think? It covers not only the dedicated followers of fashion who wear the clothes, but also those who write about them. I'm more your meat and three veg man.

But as a man, I was interested in the women – as is my wont – and it didn't take long for me to begin placing labels on them. Some were obviously dressed up for late dates,

appointments of social magnitude post-Dead Reds. Some had made the requisite effort to attend the occasion with flair and a fair amount of dignity, and then there were those who came straight from the sand pit. As a decadent voyeur, I was most delighted with those who entered the shortest dress competition. Well I would, wouldn't I? I'm a leg man.

It took a while for me to realise that despite the social hubbub, there really wasn't a lot of mingling going on. Small groups I labelled comfortable concatenates, had formed and most people stayed within their safety zones and deftly defended those zones with monotone replies to all intruders. Not at all what Charlie had envisaged? However, I did have the extreme pleasure of meeting the Geelong Girls. What a delightful entourage they were. Not only did they mingle, but they were there for the very same reasons as me; to enjoy and support the Dead Reds. From time to time throughout the night, I did enjoy their company but it was a tad sad that from time to time they had to amuse themselves. This is a real pity because they added immensely to my night and they should have added to everyone's night. Girls, you were gorgeous.

Age too was an observation worth making. The ages were right across the spectrum and no generation appeared to have ascendancy over any other. But I did note that the younger generation were more inclined to secular discussion than anything more altruistic. I wonder if that is a sign of the times or more a lack of social skills.

Is there anyone I forgot to offend?

There was a lot of noise, but I put it down to the extremely good wines provided in support of the night, followed by the consumption of some 20 plus bottles of dead reds. I was intrigued by the demise of opened bottles and having witnessed firsthand the many screwed up faces, twitching noses and spittoon spitting, was surprised to see people make

return trips to their bottles of choice. Some may have been dead for quite some time, however, by night's end not only were they dead but empty as well. The appetite for red is alive and well. Choice is suspect though.

"It was rather surprising that there were so many new members on the night given the small number attending, and in this there may be a kernel of an idea for future Dead Reds. I don't know what that future is because I lack the moral fibre to make decisions.

I have to make mention of the stalwarts of Dead Reds. The resident door bitch and our compere both lend unique personalities to the night in a manner only they can. Stars in their own right they are the epitome of what Dead Reds is about. And in the place of honour is our head judge and chief bottle washer – where would we be without you? Any Wake you three miss is the poorer for it.

As a parting gesture, I invite you all to become active members of the blog, for it is here that you will truly make friends with Deaders and where you will find people who have the capacity to truly enrich your wine life. I like red wine, I like Charlie, I like the Dead Reds and I like the people who attend because your mere presence fills me with hope for the future.

If you'll excuse me, I have diabetes and I need to drink more red wine to prevent myself from submitting to the illness. Za Vas!

**Graham Parks**



“Each friend represents a world in us, a world possibly not born until they arrive, and it is only by this meeting that a new world is born.”

*by Anais Nin*

# Wake Event Characters

The event is kept on track by a team of volunteers. These people weren't interviewed, recruited or employed. They simply kept rocking up. We've all benefited from this in some shape or form. As the founder of this group, for me Charlie, it was about providing a foundation and concept and letting it grow. Letting the conversation take the lead, letting people have their say and letting a great bunch of people do what they are good at. There are many people named in this book, however there have been some definite "characters" who have emerged along the way. Here they are shared, you have not been spared.



Our doorman is  
Mr Bruce Andrew Gannon

Simple task. Take money from people at the door and direct them inside to hand over their bottle. Bruce keeps track of guests arriving and on occasion he has had to be firm, mostly encouraging, generally friendly, and appeasing to security guards. He has been affectionately nicknamed our "door bitch" and has used his loud singing voice as a crowd attention gatherer.



### Our Bottle-o or Corker, Mr Martin Fry

Martin ensures bottles entered for judging are labelled correctly and helps with opening each bottle carefully. This is no simple task. Corks aging back thirty or forty years can be a tad tricky to bring out clean, if they come out at all! Along with that there are generally about 30 bottles to open, celebrate, sample, and organise for judges. All under the beady watchful eyes of the deaders. His skill at keeping all and sundry happy is legendary.



### Compere, Mr Steve Davis

With his roving microphone and quick wit Steve ensures guests are kept entertained and also informed of the evenings proceedings. He does this with style, grace and charm. In his own words, "There is simply a lot of wank in the wine world. This is to be expected given that the wine world is also full of plenty of wine that is only really suitable for cleaning blocked drains. On the other hand, there are some exceptional wines made that take your breath away from first sip. It is these few specimens who keep me wedded to this beverage."

*"life is not only too short to drink bad wine, it is way too short to drink wine in bad company" Steve Davis.*



### Resident Judge, Mr Jim Manning

Our man of the moment, whilst helping guest judges in the fine art of choosing whether a wine is dead or alive, ensures we pick a good one. Fairly. It has to be said there could be a book written just on the topic of what is good and what is bad. There have been many where the liquid has not touched the lips for the promise that it will be so bad and others that have prompted a stampede to try.

# Book contributors

Without community and team spirit where would we be? Inspirations and effort don't happen by themselves. We all need motivation, support and encouragement. This book is the creation from the talent within the wine group community and each person who has contributed is thanked heartedly.

Here are the key contributors who haven't yet previously been named:

Creative Designer  
Sally Liu

Grammer  
Kay Walker

Photographers  
Dana Mallach  
Robert Rath  
Stephen Mitchell  
Warren Edwards  
Karl Monaghan



In closing...

This is not the end. It is the beginning. DeadReds has been giving members unique wine experiences and we'd like to continue giving just because we can. With over 500 members worldwide and each Adelaide event boasting over 60 members in attendance, we believe we have found a winning formula and thank those who have supported us during our journey. Yet we are not content to sit back and rest on our wine corks.

Here's to a future that ages gracefully, improves each vintage, and continues the journey celebrating life with heart.

With love, Charlie





*The concept for the DeadReds WineGroup started on the eve of a dinner party hosted by Charlie Helen Robinson, which boasted a Penfolds Grange. The challenge had been set to find a wine that could match such a pedigree.*

*The wine rack was checked, returned and puzzled over. What would match in pedigree? How would we tell if they were still OK? Would we embarrass ourselves if we offered them to guests? Not everyone's wine rack is perfectly persevered over time and these bottles generally get overlooked and forgotten. But they may have entered our life for a special occasion, a gift or treasured memory.*

*The seed was planted...*

“Unearthing” is the story of a social media journey through the history of the DeadReds WineGroup.