



# Epic new train journey for Leconfield

## ERIN JONES

GREAT Southern Rail will offer a Coonawarra merlot to high-end passengers on board its three national carriers, in a major coup for Leconfield Wines.

Australia's oldest family wine-making business has secured a 12-month deal with the operator of the Ghan, Overlander and Indian Pacific. The 2016 drop will be offered to platinum and gold ticket-holders on board the trains, which have a reputation for fine dining experiences.

Leconfield Wines owner Dr Richard Hamilton said the contract was an exceptional branding link and offered great exposure to potential new customers.

"Placement of our wine in Australia's leading luxury rail carrier, the Great Southern Rail group, is a wonderful fit for our brand," Dr Hamilton said.

"The carrier prides itself on showcasing Australia's finest unique 'home-grown' produce and regional flavours in a premium setting."

The Great Southern Rail partnership follows the company's success in having its wines onboard Jetstar flights

over the past few years.

A spokeswoman said work was also under way nationally and internationally with ocean liners to stock its wine, with a submission currently with Viking Cruises.

Leconfield encompasses two of the state's leading labels owned by the Hamilton family, Leconfield Wines, at Coonawarra, and Richard Hamilton Wines, at McLaren Vale.

"I am extremely proud of our unique and strong wine industry heritage, which dates back to 1837," Dr Hamilton said.

"Our family has developed a distinguished international reputation for elegant and enjoyable wines and has in the process – with innovation, experimentation and perseverance – helped to establish Australia as one of the world's leading winemaking countries."



**RAIL DEAL:** Leconfield Wines vineyard manager Lee Harding at its winery in McLaren Vale.  
Picture: NAOMI JELLICOE