



Shepherd's Hut
PORONGURUP

case study

shepherds hut





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Shepherd’s Hut Wines is a family owned wine making business, built from the ground up in the eastern foothills of the Porongurup Ranges in the Great Southern region of Western Australia.

While the company is itself involved in the marketing and distribution of the product, when it came time to design wine bottle labels, they decided to seek help from Indepth Creative.

Taking on this stand alone project, Indepth Creative worked with sensitivity to meet the needs and tight budget of a family company, creating a range of labels to reflect the varied styles and tastes of wines being produced by Shepherd’s Hut.

For the Moulin Rosé, a light summer styled drink, a fun and funky label design reflected the “kick up your heels and enjoy” description of the wine, while the more classic Shiraz and Chardonnay received a refined label befitting the more traditional palette.

In addition, Indepth made sure Shepherd’s Huts’ website fit with the bottle designs, creating an aesthetically pleasing and easily recognisable relationship between product and website. Building a Content Management System (CMS) into the website allows Shepherd’s Hut to easily upload photos and add information to the website at any time, without having to foot the costs of a professional for each change.

Now able to add reviews and award details as they occur and update the gallery, the website works as an effective marketing tool for consumers. The straightforward website ensures the viewer is focused on the product, and the established link between the wine labels and the website ensures the brand sticks in the consumers mind.