

PARTNER PROFILE

PORTIA VALLEY WINES

If you've been to a Helpmann Academy event over the last couple of years, chances are you've had a sip of Portia Valley Wines.

Portia Valley Wines was established by Chris and Teresa Grigoriou, with the tradition now being led by their children. Chris is a third-generation viticulturist and wine producer with over 38 years' experience in the wine industry, most notably in bulk wine and package wine production and sales. Portia Valley Wines also owns and operates South Australian Wine Bottlers, a specialist in the supply and packaging of South Australian wine for buyers-own-brand and export markets.

With family owned certified organic vineyard holdings in the Riverland, Portia Valley Wines is able to grow the grapes, produce, and package the wine all through one company, ensuring that a family member is overseeing the process at each of these stages.

In 2017, we were thrilled to welcome the Grigoriou family and Portia Valley Wines to the Helpmann Academy community as our Wine Partner. To say the partnership has been a success would be an understatement. As well as their generous support, Chris and Teresa Grigoriou and their family are regular attendees at our events and have become true friends of the organisation.

"Through being major wine partners of the Helpmann Academy, we have been lucky enough to attend some fantastic events that the Academy has showcased throughout the year; two major highlights for us have been attending some brilliant jazz recitals and seeing amazing artwork by young artists" says Sales and Marketing specialist, Kayla Grigoriou

"Portia Valley Wines is proud to support South Australians in their chosen careers and to support the local arts community. It is something that has always been important to our ethos. We come from a small community in the Riverland where everyone supports one another and that is exactly what we have come into with the Helpmann Academy."

KAYLA GRIGORIOU



Teresa and Kayla Grigoriou at our 2018 Government House Cocktail reception

"The Helpmann Academy has introduced us to new people; artists, supporters of the arts and other like-minded people. In a way, we are also part of the arts community through creating labels and producing wine. It has been such a great experience and something that we cannot thank the Helpmann Academy enough for."

"We are an established business on the international market, however we are still finding our holding locally. The Helpmann Academy has helped us to reach a wider audience, through supporting them they are also supporting us! Through the Helpmann Academy we have been able to showcase our wines at several events for the donors, artists, staff and families, which has been a huge opportunity for us. We have been able to reach hundreds of new potential customers through various showcases and events where our wine has been on offer."



The Portia Valley Grenache Rosé with artwork by Imogen Porteous

The partnership was strengthened even further when the Grigoriou family extended their support to offer an opportunity to an emerging artist to have their artwork feature on the label of their new Portia Valley Grenache Rosé. The inaugural recipient of this opportunity was University of South Australia graduate, Imogen Porteous. Imogen received a cash prize of \$2,000 as well full credit on the wine label. Runners up Annelise Forster and Jay Lord received \$200 and \$100 respectively. Helpmann is very excited to continue working with Portia Valley Wines on their "Artist Series" wine label.

The relationship between Helpmann Academy and Portia Valley Wines is a wonderful example of an evolving, mutually beneficial partnership that meets the business objectives of both partners and opens up new opportunities for all involved.

"We have great adoration for the arts. It inspires us by fostering creativity, goodness and beauty. We believe it is fundamental to our humanity. It brings us joy and helps us express our values. It builds bridges between cultures and connects us for a healthy community."

"We have absolutely enjoyed our experience working with the Helpmann Academy. Working together has refreshed the way we look at wine labels, especially our own! Our Rosé label will appeal to a totally different market and at the end of the day, this is what art is about!"

This genuine shared passion is the foundation of a wonderful partnership that the Helpmann Academy is deeply grateful for, and proud of. The Grigoriou family have been so generous and have had a huge impact on the Helpmann Academy. We can't thank them enough for not only providing our guests with delicious wines, but also for their enthusiasm for what we do, and the artists we support.