

# 19 Crimes Wine History



**19 Crimes wine history** is a fascinating journey that intertwines the rich heritage of Australia with the captivating stories of its early convicts. Established in 2012, 19 Crimes is a unique wine brand that draws its inspiration from the history of British penal transportation to Australia, where individuals were sent as punishment for crimes that at the time carried severe repercussions. The brand's name itself refers to the 19 crimes for which convicts could be exiled to Australia, and each bottle of wine tells a story that reflects the resilience and spirit of those who lived through such challenging times. This article delves into the historical context of the 19 Crimes, the evolution of the brand, and its significance in the modern wine industry.

## Historical Context of 19 Crimes

### The Transportation of Convicts to Australia

The British Empire, in its quest for expansion and control, found itself with an overflowing prison population in the late 18th and early 19th centuries. With prisons bursting at the seams, the British government turned to transportation as a solution. Between 1788 and 1868, more than 162,000 convicts were sent to Australia, where they were tasked with building infrastructure and establishing settlements.

The 19 crimes that could lead to transportation included:

1. Theft
2. Burglary
3. Fraud

4. Robbery
5. Assault
6. Murder
7. Counterfeiting
8. Forgery
9. Riot
10. Vagrancy
11. Bigamy
12. Highway robbery
13. Embezzlement
14. Poaching
15. Arson
16. Incurigibility
17. Insurrection
18. Treason
19. Conspiracy

These crimes often stemmed from dire circumstances, such as poverty or desperation, highlighting the complexities of justice during that era. The convicts who were sent to Australia were marked not just by their crimes but also by their ability to adapt and thrive in a new and challenging environment.

## **Life in the Colonies**

Upon arrival in Australia, convicts faced a harsh reality. Many were put to hard labor, working on public projects, farms, and buildings. Despite the difficulties, some convicts managed to turn their fortunes around, becoming successful landowners, farmers, and even prominent citizens. These stories of resilience and transformation are key elements that 19 Crimes aims to celebrate through its wine offerings.

## **The Birth of 19 Crimes Wine**

### **Brand Creation and Concept**

The inception of 19 Crimes wine came about as a novel way to connect consumers with Australia's convict history. The brand was founded by Treasury Wine Estates, which sought to create a wine that not only tasted good but also had a compelling backstory. The wines were designed to evoke the spirit of the convicts, capturing their essence in each bottle.

The marketing strategy behind 19 Crimes involved a mix of storytelling and innovative technology. Each

bottle features a label that tells the story of a specific convict, allowing consumers to connect with the historical context in a more personal way.

## The Interactive Experience

One of the most innovative aspects of the 19 Crimes brand is its use of augmented reality (AR). Through the 19 Crimes app, consumers can scan the label of their wine bottle to unlock animated stories about the convicts featured on the label. This interactive experience not only enhances the drinking experience but also educates consumers about the historical background of the brand.

## Wine Varietals and Their Characteristics

19 Crimes offers a range of wines that cater to various palates, with each varietal reflecting the brand's commitment to quality and authenticity.

### Key Varietals

- 1. Red Blend:** A rich and full-bodied wine that combines several grape varieties, this wine is characterized by its dark fruit flavors and a hint of spice. It pairs well with hearty dishes like grilled meats and stews.
- 2. Shiraz:** Known for its bold flavors and smooth finish, the Shiraz from 19 Crimes showcases notes of blackberry, plum, and pepper. This varietal is versatile and can complement a variety of cuisines, including barbecue and Italian.
- 3. Cabernet Sauvignon:** This classic varietal is marked by its deep color and complex flavors. 19 Crimes Cabernet Sauvignon features notes of dark fruit, chocolate, and oak, making it an excellent choice for steak or rich pasta dishes.
- 4. Chardonnay:** For those who prefer white wine, the 19 Crimes Chardonnay offers a refreshing alternative. With flavors of citrus and melon, it is perfect for pairing with seafood or light salads.

## Quality and Winemaking Practices

The winemaking process for 19 Crimes emphasizes quality and authenticity. The grapes are sourced from some of the best vineyards in Australia, particularly in regions known for their ideal growing conditions. The winemakers employ traditional methods while also embracing modern techniques to ensure that each

varietal retains its unique character.

## **Impact on the Wine Industry**

### **Changing Perceptions of Australian Wine**

19 Crimes has played a significant role in changing the perceptions of Australian wine. Historically, Australian wines were often viewed as cheap and mass-produced. However, the storytelling aspect and the quality of the wines have helped elevate the brand's status, appealing to a broader audience.

The brand has also contributed to a growing interest in the history and culture of Australia, inviting consumers to engage with the nation's past while enjoying a glass of wine.

### **Marketing and Brand Identity**

The innovative marketing strategies employed by 19 Crimes have set a new standard in the wine industry. By focusing on storytelling and consumer engagement, the brand has established a strong identity that resonates with wine drinkers. The use of augmented reality has also positioned 19 Crimes at the forefront of technology in marketing, creating a unique and memorable experience for consumers.

## **Conclusion**

The history of 19 Crimes wine is not just about the product; it is a narrative that encompasses the resilience of the human spirit, the complexities of justice, and the rich cultural heritage of Australia. By embracing the stories of the convicts and presenting them through quality wines, 19 Crimes has successfully created a brand that is both educational and enjoyable. As wine enthusiasts continue to explore this unique label, they not only savor the flavors of Australia but also partake in a significant piece of history that has shaped the nation.

In a world where storytelling is increasingly valued, 19 Crimes stands out as a shining example of how history can be woven into the fabric of modern commerce, inviting consumers to raise a glass to the past while enjoying the present.

## Frequently Asked Questions

### **What is the origin of the name '19 Crimes' in relation to the wine brand?**

The name '19 Crimes' refers to the 19 crimes that could have led to transportation to Australia for British convicts in the 18th and 19th centuries.

### **How did the concept of 19 Crimes wine come about?**

The concept was inspired by the historical context of British convicts who were sent to Australia and aims to celebrate their resilience and transformation.

### **What types of wine are included in the 19 Crimes lineup?**

The 19 Crimes lineup includes a variety of wines such as red blends, Shiraz, and Cabernet Sauvignon.

### **What role does augmented reality play in the 19 Crimes wine experience?**

The 19 Crimes wine labels feature augmented reality technology that allows consumers to interact with the labels through a mobile app, bringing the convicts' stories to life.

### **Who is the target audience for 19 Crimes wine?**

19 Crimes wine primarily targets millennials and younger consumers who appreciate unique storytelling and innovative experiences in their wine choices.

### **How has 19 Crimes wine marketed its historical narrative?**

19 Crimes has effectively marketed its historical narrative through storytelling on the labels, social media campaigns, and events that highlight the history of the convicts.

### **What is the significance of the convict characters featured on the 19 Crimes labels?**

The convict characters represent the stories of real individuals who faced harsh penalties, emphasizing themes of redemption, struggle, and perseverance.

### **Has 19 Crimes wine won any awards or recognition?**

Yes, 19 Crimes wine has received various awards and accolades for its quality and innovative branding, contributing to its popularity in the wine market.

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