



OFF TRACK
WINES

An aerial photograph of a long, straight dirt road winding through a vast, arid desert landscape. The ground is a deep reddish-brown color, dotted with small, dark green shrubs. A line of five vehicles, including SUVs and pickup trucks, is driving away from the viewer along the road. The sky is not visible, as the horizon is lost in the distance.

WINE MADE BY OUTDOOR PEOPLE FOR THE OUTDOORS

OUR GOAL

To make sure that great wine
is available anywhere,
anytime and in a convenient
and lightweight package, that
is recycleable and looks great.



WINE IN A WHAT?

Over the last 20 years the technology in canning wine has continued to be improved. Although unlikely to replace wine in a bottle for long term storage, as an everyday drinking choice cans offer so many advantages.

Wine packaged in a can addresses environmental, lifestyle and practical matters in one single solution, making them perfect for the wine loving outdoor enthusiast.



THE OUTBACK IS CALLING

Shiraz, mostly. With Bubbles. Ripe mulberry, blackberry bramble, raspberry licorice; supple tannin. Medium bodied. Epic Distance.

14.0% alc by volume

2.8 standard drinks per 250mL





THE MOUNTAIN IS CALLING

Shiraz, Mostly. The good stuff. Dark berries,
red plum, toasted cocoa. Lithe tannin,
medium bodied. Reward for the summit.

12.5% alcohol by volume





THE OCEAN IS CALLING

Grenache, mostly. Juicy. Macerated berries, watermelon, strawberry gelato; soft tannin finish. Salmon-pink. Twilight sky on the horizon.

13.0% alcohol by volume

2.6 standard drinks per 250mL can



THE DESERT IS CALLING

Vermentino, mostly. Crisp. Fresh starfruit, lime, grapefruit notes; zesty finish. Thirst quenching. An oasis in the desert.

11.5% alcohol by volume





THE RIVER IS CALLING

Pristine and clear. Fresh citrus,
grapefruit, green apples; mineral river
stones. Fine bubbles; whitewater grade
3. Lively and fun.

11.0% alcohol by volume



THE ISLAND IS CALLING

Light and fruity. Tropical salad, fresh apples and finger-lime; hint of honeysuckle. Tingly on the tongue.

Gentle island breeze

11.0% alcohol by volume

SERVING SIZE

Each 250mL can gives 2 x 125mL glasses.

QUALITY IS KING

Same quality as a \$30 bottle of wine. We package the wine regularly and in small quantities so it's as fresh as possible and tastes great every time.

RECYCLABLE

Being people who want to leave the world as good if not better than we found it, aluminium is one of the





TRANSPORTABILITY


These cans are designed to travel! Each 12-pack is equivalent to 4 bottles of wine but weighs only 3.2kg. Roughly 30% lighter than the full bottles and once empty the cans are 90% lighter! Perfect for hikes, treks and travels whenever weight matters.

STORAGE

Off Track Wines pack very efficiently. Each 12 pack takes up a little more than the space of 1 wine bottle and yet is the equivalent of 4 x 750ml bottles. Crush the cans after drinking, and you'll get that space back.

CHILL FACTOR

Off Track cans will cool down faster and require less inputs than bottled wine. Particularly important when you are running off car/trailer batteries in remote areas. And the cans fit so much better in a car fridge than a tall bottle.

A hand is shown holding a can of Off Track Wines. The can has a label with the words 'THE MOUNTAIN' and 'CALLING' visible. The background is a warm, golden sunset over a body of water, with the sun low on the horizon, creating a bokeh effect in the water's reflection.

In one of the most pleasurable test efforts of 2022, we were forced to check out each grape variety of the Off Track Wines portfolio. We chilled all but the red wine before tasting and spaced the test over three days, to avoid any taste-bud confusion.

The River is Calling Sparkling White Wine is a not-too-sweet Prosecco style that didn't look all that sparkling when poured into our can't-knock-'em-over camping wine glasses, but very fine bubbles were evident on closer examination. It had a pleasant sparkle that it retained for a half-hour in each glass. Very refreshing, indeed.

The Desert is Calling White Wine was a crisp, semi-dry white that would suit many palates, we reckoned.

The Ocean is Calling Rosé Wine was made mainly from Grenache grapes and had a lovely pink tinge. Not being avid rose fans, it had the least appeal for us, but went down smoothly.

The Outback is Calling Sparkling Red Wine was a dry, sparkling red that didn't make the mistake of being overly sweet. It was the ideal hot-day wine for red wine drinkers and we loved it.

The Mountain is Calling Red Wine was a Shiraz, but lighter than many. Red wine drinkers tend to be fussier about taste than white drinkers, but there was no indication that this wine came from a can, not a bottle.

Our conclusion was that the Off Track Wine range is sufficiently broad to appeal to all traveling wine drinkers, but the particular advantage we saw was the ability to have chilled, sparkling red and white wine, without the compromise of having to carry heavy, bulky bottles.

