



About Our Labels

“We make wines that make people go WOW through attention to detail and commitment to excellence.”

That same commitment to excellence and attention to detail can be found in everything we do, from our staff, our vineyards, our bottled wine and even our labels.

What’s in a Label? About our Lefty Series

Our five Lefty Wine labels (\$25) are playful and colorful, and have been designed to tell a story about our favorite left-handed winemaking couple behind the Mollydooker brand – Sarah & Sparky Marquis. What you'll notice about these labels, apart from the fact that they really stand out on the shelf with their eye-catching illustrations, is that they're designed with two different sections or panels. Why? Well, with the help of some research from the Australian Wine Association, we determined that a customer is more likely to purchase a bottle that they actually touch, so in order for you to see the whole label, you'll have to touch the bottle in order to turn it 'round to see the whole thing. You'll also notice that our back labels are written sideways, so you have to pick the bottle up with both hands to read it!

It’s Always a Party with our “Party Series” Wines

We happen to love Sparkling Shiraz! And we thought our first vintage was so good that it gives you goosebumps – so that exactly what we named it! Then, to carry on that experience we wrote the word 'goosebumps' in Braille on the top left corner of the label, just for a bit of fun playing on the 'bumps' theme. All three of our party wines, Blue Eyed Boy, Gigglepot and Goosebumps use photos to develop a contrast to our incredibly colorful and illustrated labels. The photos were staged to look like they we're taken in the early 20th century, so as to be in the same era as the Lefty wines. The Blue Eyed Boy is our son Luke, and the Gigglepot is our daughter Holly.

Madness, Genius or Love? About "Love Series" Labels

Sarah and I believe that since the day we met, our lives have been an Enchanted Path that has led us to Mollydooker, which we feel is truly a Carnival of Love. Mollydooker is a family business; all of us work together to create awesome wines with a focus on living a good life full of love and friendships. We thought it fitting that our Love wines fit together. So you'll notice that both Enchanted Path and Carnival of Love labels have been designed so that when you put them together they create one complete image.

Velvety Sensations from Beginning to End with our Velvet Glove Shiraz

Our Velvet Glove Shiraz (\$185) comes in a very special package. The label itself is a “glove” made out of high quality imported black velvet. Since you can’t print on velvet, the label is painstakingly silver foiled with the logo and wine details. The whole bottle is then wrapped in a beautiful black velvet bag with satin rope closures. We did this because a Velvet Glove of fruit flavor represents what we aim for in all our wines. The Velvet touches for this wine, along with the bottle itself, make our Velvet Glove Shiraz a beautiful and sensual experience before you even open the bottle.

Tear Off Tabs

Ever notice that by the time you've gotten through a great bottle of wine, you've forgotten what it was by the morning? We know how it is, which is why we've created our labels with a special little tab (about the size of a postage stamp) that you can easily peel off for safekeeping, or to bring back to your local retailer so they can help you find more. Restaurateurs love our tabs because they don't have to go out-the-back and soak the wine label off the bottle for the customer. Retailers love it because it stops people coming and saying things like "I had a great bottle last night with a black label on it, can you help me find it?" Our wine-drinking fans not only love sticking our tabs on their foreheads after they've drunk the whole bottle, but they love collecting them! Mollydooker was one of the first wineries to include "tear off tabs" on our labels.

Sarah Marquis, owner and winemaker, is not only the master blender, she’s also the inspiration behind all our labels!

*To watch the video about our labels please visit:
<http://www.youtube.com/watch?v=DuUtAJUaRSQ>*