

Australian Vintage to acquire MadFish Wines in global export markets

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Australian Vintage has entered into a strategic partnership with Burch Family Wines that will see us acquire international ownership of the iconic Western Australian brand MadFish.

As part of the agreement, Australian Vintage will also become the exclusive distributor of Howard Park Wines in the UK, Ireland, Europe, and Canada. Burch Family Wines will retain brand rights and distribution for both MadFish and Howard Park within Australia.

MadFish is currently one of the fastest-growing Australian wine brands in the UK market, and helps strengthen our premium offering in the UK, while also introducing a lighter wine style that complements our existing portfolio.

Alongside the acquisition, we will enter into a long-term sourcing and processing partnership with Burch Family Wines to ensure consistency, quality, and scalable growth for MadFish.

“MadFish is currently one of the top Australian wine brands in the UK market and growing, while Howard Park is a premium brand from the distinguished Margaret River region,” says CEO Tom Dusseldorp.

“These brands will complement Australian Vintage’s existing stable of award-winning labels, providing increased volume and value without increased overhead. Australian Vintage continues to focus on advancing shareholder value by accelerating capital-light growth through partnerships and innovations.”

This partnership is a strong example of how innovation in the wine industry, through collaboration, can unlock mutual value in uncertain times.

“MadFish began as a personal tribute to my coastal home—a love affair with place and wine—and has grown into something far greater than we ever expected. Partnering with Australian Vintage allows MadFish to scale internationally, while keeping the brand and its essence anchored in Western Australia, and our focus on crafting high-quality wines,” says Burch Family Wines CEO Jeff Burch.