

Fillocks Flat - An upmarketing press release



My bratty clumsy illiterate little brother says that he's broken his wrist but I bet it's only sprained so I am writing the communique from Fillocks Flat this time.

You will doubtless notice an improvement in the style and content.

My mother believes that this experience will greatly enhance my studies at the wine marketing course.

Our first project was to design a wine label so I did one for our own (future) Fillocks Flat brand. It had two big Fs, one each side of the label and I thought seriously cool and stylish.

My father of course had his own totally predictable view of what the two Fs meant. However, he was having a temper tantrum because I was telling the family my ideas for marketing the new Fillocks Flat (FF) brand.

They include:

- Creating our own cellar door outlet;
- Cleaning up our shed to use for the wine-tasting area, with my father behind the bar;
- Serving 'Sunday Lunch at Fillocks' with gourmet dishes prepared by my mother;
- Using my little brother in a nice Fillocks apron to clean up the tables as long as he doesn't talk to the guests.

I had heaps of other good ideas to tell them but my little brother started a temper tantrum too, so I retained my cool and went off to my room to write our press release.

I've done the first bit:

"We're all very excited down at Fillocks Flat about our new wines....."

From the desk of the marketing director at FF Wines.