



Media release

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**35 consecutive vintages of Black Label, across three decades, showcase quality, character and consistency in the latest luxury release from Wolf Blass winemakers**

Four time Jimmy Watson Trophy winner (1974, 1975, 1976, 1999\*) Wolf Blass Black Label celebrates its 35<sup>th</sup> milestone anniversary with its 2007 vintage release.

The first vintage to be made in 1973 by Wolf Blass in a humble tin shed on the Bilyara Estate, South Australia, Black Label, the ultimate blend from the winemakers, has cultivated an unprecedented reputation on the world wine stage as a wine of distinction and a benchmark of the Wolf Blass winemaking style of quality, character, and consistency.

The Wolf Blass **Black Label Langhorne Creek McLaren Vale Cabernet Sauvignon Shiraz Malbec 2007** joins the **Grey Label Robe Mount Benson Shiraz Cabernet 2009** and the **Platinum Label Barossa Shiraz 2008** to complete the Wolf Blass luxury collection to be released globally in September this year.

Chris Hatcher, Wolf Blass Chief Winemaker said “This collection shows our team’s ability to make wines of great balance and depth. Every effort at every stage of the viticultural, winemaking and blending process is designed to define new quality benchmarks, while still maintaining the Wolf Blass style. We are particularly proud of this release of Black Label reaching this milestone.”

While Wolf Blass carved out a significant place in the Australian wine industry with the creation of Black Label there are three additional custodians who have played an important part of this great wine’s evolution over the past three decades including Chief Winemaker Chris Hatcher, Wolf Blass right hand man John Glaetzer and more recently Caroline Dunn, responsible for a rejuvenation of style in the late 90s and at the time the first woman to win the Jimmy Trophy in 1999 with her 1998 vintage.

With a philosophy that continues to ensure a multi-regional heritage and the use of the best fruit from across South Australia – the 2007 Black Label is a classic blend of Cabernet Sauvignon and Shiraz with a small percentage of Malbec for additional vibrancy and flavour. Parcels of fruit for this wine were chosen from vineyards across Langhorne Creek and McLaren Vale and fermented separately to allow the optimum release of colour and flavour. The palate is rich and full with spicy bramble fruit and plum flavours, integrated with fine-grained tannins. This opulent wine shows exceptional complexity and balance with persistence of flavour, seamless texture and long velvety tannins.

**Wolf Blass Grey Label Robe Mount Benson Shiraz Cabernet 2009** showcases a new region this year. After careful selection, Mt Benson and Robe from South Australia’s Limestone Coast were chosen for this latest vintage (2009) due to their ability to cultivate superb quality fruit. As a result in this new regional sourcing, this wine showcases the hallmark Grey Label characteristics including depth of flavour, varietal character and fruit concentration.

The **Platinum Label Barossa Shiraz 2008** is the ultimate expression of single region Shiraz. This complex wine has an intense seamless and velvety palate, led by concentrated fruit and perfectly balanced spicy oak and fine tannin finish. Made in extremely limited quantities from low yielding vines, this wine is quite literally the ‘pick of the crop’, a wine made to showcase the best of vintage, variety and vineyard.

*\*Wolf Blass was the first wine producer to win the Jimmy Watson Trophy back to back in 1974 and 1975.*

With a future of Platinum Label to be focussed on making this wine from a single vineyard, this latest vintage has been sourced from the Wolf Blass Medlands Estate 'The Orchard' vineyard at Dorrien on the Central North Barossa Valley floor. The vineyard has proven itself to provide the intense, concentrated fruit characters, finesse and structural definition we seek to create a wine of the calibre of Platinum Label.

Chris Hatcher recalls the story from when Wolf Blass stepped up to the microphone to accept the Jimmy Watson Trophy for the 1973 Black Label and famously declared that his wine would "make strong women weak and weak men strong..." Black Label went on to win the Jimmy Watson Trophy an unprecedented three more times.... "We are proud to celebrate the 35<sup>th</sup> release of Black Label this year and introduce the latest vintages of our luxury wines. They continue to display the style and excellence for which these award winning wines have become known."

RRP:

Wolf Blass Grey Label Robe Mt Benson Shiraz Cabernet 2009 (RRP \$44.99)

Wolf Blass Black Label Langhorne Creek McLaren Vale Cabernet Sauvignon Shiraz 2007 (RRP \$129.99)

Wolf Blass Platinum Label Barossa Shiraz 2008 (RRP \$169.99)

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## Notes to editors

### *About Wolf Blass Wines*

Wolf Blass was established in the Barossa Valley in 1966 and has grown from a humble tin shed to become one of the worlds most successful and awarded wines brands. A recipient of more than 265 Gold medals and 45 Trophies at national and international wine shows the essence of Wolf Blass wines is exemplified through the passion of its custodians past and present as they continuously strive to produce wines of quality, character and consistency. Visit [www.wolfblass.com.au](http://www.wolfblass.com.au)

### *About Wolf Blass AM*

Wolfgang Franz Otto Blass was born in 1934 in what used to be East Germany. Moving to Australia in 1961, Wolf first settled in the Barossa Valley. His initial role was with Kaiser Stuhl, and after becoming Australia's first consultant winemaker he quickly developed the reputation as the 'Golden Boy' of the wine industry. Wolf concentrated on production of red table wines, making it his personal mission to change this trend. Not constrained by tradition, he was revolutionary in using new winemaking and marketing techniques.

In 1974, Wolf won Australia's highest wine award, the Jimmy Watson Trophy for the 1973 Wolf Blass Black Label, the first vintage he produced on his own. It became a talking point around Australia and when he repeated the feat in 1975 and 1976, Wolf Blass Wines well and truly positioned itself to become the icon it is today.

Today Wolf is still actively involved in the global wine industry and continues working as the statesman for the Wolf Blass brand. Wolf's philosophy that all Wolf Blass wines should stand for 'quality, character and consistency' remains as relevant today as when he first began.

### *About the Jimmy Watson Trophy*

The Jimmy Watson Memorial Trophy is the most eagerly sought after wine award in Australia. It is awarded annually to the producer of the best one to two year old dry red wine in the Royal Melbourne Wine Show. The Trophy is a memorial to the late Jimmy Watson – the proprietor of the wine bar in Lygon Street Carlton, Victoria.