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Lindeman's market-leading innovation presents at the 2012 VinExpo Asia Pacific – Pavilion No. DE93

One of Australia's oldest and most innovative market-leading wine brands, LINDEMAN'S, established in 1843, will make its inaugural appearance at VinExpo Asia Pacific, taking place on Tuesday, 29 May to Thursday, 31 May at the Convention and Exhibition Centre, Hong Kong.

Along with its globally successful LINDEMAN'S Bin Series, the brand will showcase its market-leading Lighter in Alcohol* innovation ranges LINDEMAN'S Early Harvest and Sweet Seasons.

LINDEMAN'S were the first sizeable brand in Australia to launch a Lighter in Alcohol* range with the launch of LINDEMAN'S Early Harvest in 2007. Today, LINDEMAN'S is the No.1 selling Lighter in Alcohol* wine brand in Australia** in a category now worth \$43 Million in retail value sales annually, that's the equivalent in value to over half the size of total bottled Shiraz Blends**. The Lighter in Alcohol* category in Australia is growing at a rate faster than total bottled wine**. The LINDEMAN'S Lighter in Alcohol* range has grown from two wines in 2007 to over 10 popular wine styles across the LINDEMAN'S Early Harvest and Sweet Seasons ranges.

LINDEMAN'S now has a Lighter in Alcohol* wine to cater for just about every popular wine style. LINDEMAN'S Early Harvest is crisp and refreshing and 25% Lighter in Alcohol and Calories* while LINDEMAN'S Sweet Seasons is fruity and refreshing and 25% Lighter in Alcohol*. LINDEMAN'S research*** shows consumers are actively seeking out positive lifestyle wines that are lighter and refreshing and that 6/10 consumers in Australia are willing to pay more for a wine if they know that it's Lighter in Alcohol.

Lindeman's Managing Director, Michelle Terry says the success and popularity of Lindeman's innovation in this space is attested to by the fact that over 270 bottles of Lindeman's Early Harvest and Sweet Seasons are sold in Australia every hour.

"We launched Lindeman's Early Harvest in 2007 because of the consumer insights we had at the time which pointed to the popularity of lighter, more refreshing styles. The success of Lindeman's Early Harvest is due to the fact the range does not compromise on taste while still being at least 25% lighter in alcohol. Similar trends in China point to the global demand for Lighter in Alcohol wines with a third of Chinese wine drinkers questioned preferring 10.5% abv or lower in a recent Prowein research survey."*

The LINDEMAN'S approach to innovation has ensured the success of the brand since its establishment in 1843. LINDEMAN'S pioneered cross-regional sourcing in Australia and sought to craft consistently great quality, easy-drinking wines styles for consumers. This approach holds true today across all popular LINDEMAN'S ranges including LINDEMAN'S Coonawarra Trio, Hunter Valley, Bin Series and Cawarra. The global popularity of the LINDEMAN'S brand cannot be denied with over 2 bottles of LINDEMAN'S sold somewhere in the world every second.

*LINDEMAN'S Early Harvest is at least 25% lighter in alcohol and calories and LINDEMAN'S Sweet Seasons is at least 25% lighter in alcohol when compared to comparable Lindeman's Bin and Reserve wines.

** Nielsen Scan Data, Australia Value Sales MAT March 2012

*** LINDEMAN'S Late Harvest Research 2010



LINDEMAN'S Sparkling Winemaker, Trina Smith will be attending VinExpo Asia Pacific and will be offering a tasting of LINDEMAN'S iconic wines within the Treasury Wine Estates stand, DE93.

For further information or Interviews:

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Notes to editors:

About LINDEMAN'S Wines

LINDEMAN'S Wines was established by Dr Henry J Lindeman almost 170 years ago, one of Australia's first pioneers of wine making, who promised more than the partnering of quality grapes and craftsmanship. Dr Lindeman's winemaking philosophy was to create consistently great quality wines crafted for everyday enjoyment.

LINDEMAN'S is now one of the world's most popular wine brands sold across Europe, United Kingdom, United States, Canada, Australia, Asia and New Zealand.

For more information on the **LINDEMAN'S Wines** please visit www.lindemans.com

About LINDEMAN'S Early Harvest and LINDEMAN'S Sweet Seasons

LINDEMAN'S Early Harvest is crisp and refreshing and at least 25% lighter in alcohol and calories* and consists of a LINDEMAN'S Early Harvest Sparkling, Sparkling Rose, Semillon Sauvignon Blanc, Crisp Chardonnay, Crisp Dry White, Rose and Shiraz.

LINDEMAN'S Sweet Seasons is fruity and refreshing and at least 25% lighter in alcohol* and consists of a LINDEMAN'S Sweet Seasons Zibibbo (Moscato), Blancello (sweet white) and Dulciana (sweet red).

About Wayne Falkenberg (LINDEMAN'S Chief Winemaker)

Chief Winemaker at LINDEMAN'S Wayne Falkenberg, has been dedicated to and passionate about producing high quality wines for LINDEMAN'S for over 30 years. Committed to using only the finest fruits and blending processes, Wayne strives to create consistent, easy drinking fruit driven and balanced wines for everyday enjoyment.

For Wayne, innovation extends beyond the vineyard and into winemaking and bottling. It is this dedication to providing people with a range of wine styles that continue to meet their needs that saw the development of the Lindeman's range of Sweet Seasons and Early Harvest Wines.

About Trina Smith (LINDEMAN'S sparkling winemaker)

With a career stretching over 10 years and four continents, Lindeman's sparkling winemaker Trina Smith brings invaluable knowledge and experience to the art of sparkling winemaking. Trina was awarded the inaugural Graham Thorp Scholarship in 2004, an award that goes to the nominated winemaker of the best sparkling white wine at the Royal Sydney Wine Show. This coveted scholarship saw Trina travel to France and work on two vintages at the renowned House of Bollinger in Champagne.

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