



MEDIA RELEASE

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**WOOLWORTHS AND LINDEMAN'S LEAD THE CHARGE ON
WINES LIGHTER IN ALCOHOL AND IN CALORIES**

Leading Australian wine brand Lindeman's, a Treasury Wine Estates brand, and retail giant Woolworths are championing the growth of wines lighter in alcohol and in calories, driving the category and responding to increased customer interest in how these wines can form part of their lifestyle.

The two have joined forces to assist shoppers in selecting these wines, with lighter in alcohol and lower calorie wines now enjoying their own space in 350 Woolworths Liquor stores across Australia. The category initiative will include number one selling* lighter in alcohol** wine brand Lindeman's Early Harvest, Yellowglen Jewel, which has 65 calories per serve,** and Matua First Frost.**

The joint initiative will include selected in-store tastings of the full range of Lindeman's Early Harvest, enabling customers to taste the wines before purchase and be confident that wines lighter in alcohol and calories do not have to come at the price of flavour and quality.

Steve Donohue, Woolworths Liquor Group General Manager for Merchandise, said: "When these wines were first introduced to the market five years ago, they were included in the traditional layout of our stores, which is arranged by variety and region. What we have found over time is that demand for these varieties is so high that customers are specifically seeking out these wines.

"Our customers have told us that they want to make healthier choices, but that sometimes they find it difficult to do so. By partnering with Lindeman's to create a lighter in alcohol and lower calorie section in each store, we are making it easier for our customers to make those healthier choices."

Lindeman's Managing Director, Michelle Terry, said: "Lindeman's has seen continued growth of Early Harvest since we launched the brand in 2007. As a leader in this category, it's important for us to help consumers make positive choices towards a better, balanced lifestyle and enjoy great tasting wine responsibly."

"Our research indicates that people are increasingly striving for a healthier lifestyle and are conscious of their alcohol consumption, thus the demand for lighter alcohol options is increasing. We are proud to be able to combine our winemaking heritage with the skills and innovation of our experienced team to create wines that are lighter in alcohol and calories and deliver crisp and refreshing flavours without compromising on taste," said Michelle.

Chris Flaherty, Treasury Wine Estates Managing Director Australia New Zealand, added: "Over 270 bottles of Lindeman's Early Harvest are sold in Australia every hour, contributing to a

category that is now worth \$43 Million per annum in off-premise sales, making the lighter in alcohol segment larger than the total Rosé market, which is valued at \$31M per annum.*”

NOTE TO EDITORS:

** Source: Nielsen ScanTrack Liquor | MAT to June 2012*

***LINDEMAN’S Early Harvest is at least 25% lighter in alcohol and calories when compared to comparable Lindeman’s Bin and Reserve wines. Matua First Frost is at least 25% lighter in alcohol and 25% less in calories when compared to the 750ml Matua 2010 Sauvignon Blanc. Jewel Yellow and Pink have 30% fewer calories and 40% less alcohol when compared to 750mL Yellowglen Pink and Yellow.*

Lindeman’s Early Harvest

The Lindeman’s Early Harvest range is crisp and refreshing and is at least 25% lighter in alcohol and calories when compared to comparable Lindeman’s Bin and Reserve wines. Lindeman’s Early Harvest was launched in 2007 and has grown from two wines to 10 popular varieties including red, white, sweet and sparkling styles.

Matua First Frost

Matua First Frost is a flavoursome Marlborough Sauvignon Blanc that combines the refreshing and crisp full flavour of Sauvignon Blanc with the benefit of being at least 25% lighter in alcohol and 25% less in calories when compared to the 750ml Matua 2010 Sauvignon Blanc.

Yellowglen Jewel

As Australia’s Premier House of Sparkling, Yellowglen has been synonymous with spontaneous moments of celebration for generations of Australians and has a proud heritage with more than 40 years of winemaking excellence. Jewel Yellow and Pink have 30% fewer calories and 40% less alcohol when compared to 750mL Yellowglen Pink and Yellow.

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