



**Media Release**

**13 June 2012**

**Rosemount Estate announces partnership as the  
Official Wine Partner of the AFL**

Rosemount Estate is proud to announce a partnership with the Australian Football League (AFL) as the Official Wine Partner of the AFL. The partnership will be celebrated at this month's prestigious 2012 AFL Hall of Fame Induction Dinner.

Angus McPherson, Managing Director Rosemount Estate said the coming together of two iconic Australian brands, Rosemount Estate and the AFL, was a perfect match with both football and wine bringing people together to share a passion.

"Rosemount Estate is proud to be supporting AFL official events. The alignment bears testament to the quality of our wines and is outstanding recognition for the Rosemount Estate winemaking and viticulture team," he said.

The one year agreement ensures Rosemount exclusivity as the wine served at all AFL official events. Over the course of the year, AFL hosts over 50 functions and events around the country including the AFL Hall of Fame Induction Dinner, Brownlow Medal night, official match day functions and Grand Final functions.

"We have been the wine of choice for Australian social occasions for over 35 years and like the AFL we're excited about the future and the opportunities for expansion this brings. This partnership will help build our brand and open opportunities for sampling and enjoyment occasions that align with the AFL's needs and those of their passionate supporters," Angus said.

The Rosemount and AFL partnership builds on the corporate partnership with Treasury Wine Estates (TWE), where Rosemount is a key global brand.

Both Rosemount Estate and the AFL are committed to the responsible advertising promotion and supply of alcohol and encourage patrons to enjoy responsibly.

**About Rosemount Estate**

Rosemount Estate is a leader in the Australian wine industry and a brand loved the world over. Rosemount's brand home is McLaren Vale, South Australia and is exported to over 50 countries internationally.

Led by Chief Winemaker Matt Koch, Rosemount Estate crafts a fruit driven wine style delivering quality wines across the portfolio, from the Rosemount Blends and Diamond Label to the Flagship tier. This quality has been recognised with an extraordinary list of awards and accolades at coveted international wine shows including the first Australian winery to ever receive double gold at the 1983 London International Wine and Spirits Challenge, the coveted Jimmy Watson Memorial Trophy at the 2002 Melbourne Wine Show, dual Trophy winner at the Decanter World Wine Awards, in addition to over 125 awards received in 2011.

**For more information please contact:**

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