



MEDIA RELEASE

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**Rosemount Estate and the Melbourne Cricket Ground toast
to a new wine serve for consumers**

Cricket fans at the Melbourne Cricket Ground (MCG) during next week's Boxing Day Test will be the first in Australia to enjoy a new wine experience, the Minis Range from McLaren Vale's Rosemount Estate and New Zealand's Secret Stone.

In a move to serve customers safely and efficiently, Rosemount Estate, Secret Stone and the Melbourne Cricket Club (MCC) have collaborated on a new packaging for wine which sees it being sold in pre-filled single serve glasses.

The Minis Range of wines is packaged in single-serve premium finish glass, made from fully recyclable PET. Containing 150 ml of wine or 1.3 standard drinks, the new packaging provides a pre-filled responsible service of alcohol solution for public events whilst offering MCG patrons increased service speed during intervals and half-time breaks.

MCC General Manager Commercial Operations, Lisa Trainor, said she was thrilled that the MCG will be the first Australian stadium to offer the new single serve wines.

"Through our longstanding partnership with Treasury Wine Estates, we've been able to offer premium wines that are served more conveniently to our customers and in line with our existing responsible serving of alcohol guidelines," said Lisa.

The Minis range of wines will include Rosemount Estate Blends Chardonnay Semillon and Shiraz Cabernet, and Secret Stone Sauvignon Blanc.

Angus McPherson, Managing Director Rosemount Estate and Secret Stone said the innovation in packaging helps build our brands and open opportunities for sampling and enjoyment occasions that align with the MCC's needs.

"We have been the wine of choice for Australian social occasions since 1974, and like the MCC, we're excited about the future and the opportunities for expansion this brings," Angus said.

"To entrust our brands and our wine quality in this new format bears testament to our confidence in this true packaging innovation and allows our consumers to enjoy our wines within occasions that suit them," added Angus.

The Rosemount Estate, Secret Stone and MCC partnership builds on the Rosemount Estate's AFL sponsorship and the corporate partnership with Treasury Wine Estates (TWE), where Rosemount Estate is a key global brand.

Both Rosemount Estate and the MCC are committed to the responsible advertising

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promotion and supply of alcohol and encourage patrons to enjoy responsibly.

Rosemount Estate is also the official wine partner of the Australian Football League (AFL) where the awarded Diamond Label range is poured at all official AFL events, such as the Australian Football Hall of Fame Induction Dinner, Brownlow Medal night, official match day functions and Grand Final functions.

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