



TREASURY
WINE ESTATES

PRESS RELEASE

21 May 2012

TREASURY WINE ESTATES TO DEBUT AT VINEXPO ASIA

Next week, Treasury Wine Estates (ASX: TWE) will debut at [VINEXPO Asia 2012](#) in Hong Kong, showcasing some of the world's finest winemaking expertise through its luxury wines.

TWE will host a series of eleven Masterclasses for invited guests and media throughout the course of the show, designed to highlight the diversity of its new world portfolio.

Anthony Davie, Treasury Wine Estates Managing Director for Asia, sees the show as a perfect opportunity to drive the company's expansion in the Asian market.

"Treasury Wine Estates is thrilled to join VINEXPO Asia, given the growth opportunities offered by the region as a whole and China in particular.

"Building the awareness of our brands in Asia is part of our long term approach in the region," said Anthony.

Tasting the best of the best

Treasury Wine Estates Masterclasses will take guests through the best of the best of its portfolio.

The unique line-up of wines include a Penfolds 1987 Grange, the newly released and very rare 2008 Penfolds Bin 169 Coonawarra Cabernet Sauvignon, a 1990 Wynns Michael Shiraz and an exclusive preview tasting of the Napa Valley Beringer 2009 Private Reserve Cabernet Sauvignon before its release in October 2012.

Amongst the winemakers will be Penfolds wine ambassador Jamie Sach, Chris Hatcher of Wolf Blass, Ed Sbragia of Beringer (America's most awarded winery), Wynns Coonawarra's Sue Hodder (Gourmet Traveller Winemaker of the Year 2010), Trina Smith, the Senior Sparkling Winemaker for Yellowglen, and Nikolai St George of New Zealand brand Matua.

TWE will host invited guests and media at its Masterclasses (**Hall 1 Stand DE-93**) thanks to the addition of a custom designed 20 seater tasting room.

"We look forward to spending time with our customers and wine professionals in our tasting room to discover Treasury's portfolio through a diverse range of tutored tastings," added Anthony.





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Tuesday 29 th May	Wednesday 30 th May	Thursday 31 st May
Penfolds (10.30-11.30h) Penfolds Grange, RWT & St Henri Masterclass Hosted by Jamie Sach	Beringer (10.30-11.30h) A Taste of Terroir - Napa and Sonoma Hosted by Ed Sbragia	Wolf Blass (10.30-11.30) The Aging Potential of Contemporary Style Wines Hosted by Chris Hatcher
Beringer (12.30-13.30h) 2006 Beringer Private Reserve and Single Vineyards Hosted by Ed Sbragia	New Zealand Wine (12.30-13.30h) Hosted by Nikolai St George	Beringer (12.30-13.30h) Beringer Private Reserve Retrospective Hosted by Ed Sbragia
Wynns (14.30-15.30h) Terra Rossa Terroir – A selection of Wynns Coonawarra Estate Cabernet and Shiraz Hosted by Sue Hodder	Penfolds (14.30-15.30h) Penfolds Regional Wines Hosted by Jamie Sach	Penfolds (14.30-15.30h) Icons and Luxury Hosted by Jamie Sach
Wolf Blass (16.30-17.30h) 15 Years of Classic Grey Label and Iconic Black Label Hosted by Chris Hatcher	Australian Boutique (16.30-17.30h) A Taste of Australia Hosted by Chris Hatcher	

To RSVP for TWE Masterclasses, please contact:

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Brand Press releases for VINEXPO ASIA 2012:

[Wolf Blass showcase fifteen years of luxury wines VINEXPO ASIA](#)

[Penfolds to feature rare wine at VINEXPO](#)

[Beringer debuts at VINEXPO ASIA](#)

[Innovative Lindeman's presents at VINEXPO](#)

[Australia's favourite sparkling at VINEXPO](#)

[Wynns to showcase latest vintage and museum releases](#)

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About Treasury Wine Estates

From the establishment of Australia's Penfolds in the mid-1840s to the 1876 founding of Beringer Vineyards, a winemaking legacy has been created. The Treasury Wine Estates portfolio includes iconic brands such as Beringer, Penfolds, Lindeman's, Chateau St. Jean, Wolf Blass, Rosemount, Matua Valley, Wynns Coonawarra Estate and Castello di Gabbiano. These international favourites sit alongside regional champions that include California's Stags' Leap Winery, St Clement and Etude, and Australia's Seppelt, Coldstream Hills, and Devil's Lair.

With over 11,000 hectares of vineyards, sales totaling over 33 million cases of wine annually, and revenues of over AU\$1.8 billion Treasury Wine Estates employs over 3,500 winemakers, viticulturists, sales, distribution and support staff across in 12 countries.

For more information visit www.tweglobal.com

