



TREASURY
WINE ESTATES

MEDIA RELEASE

19 December 2012

Will you raise a glass to France or Australia this Christmas?

The Christmas holiday period is a time of celebration – and Australians stocking up on sparkling wine over the festive season face a clear choice - whether to buy French or Australian?

Between October and March, sparkling wine accounts for one in five bottles of all wine sold in Australia - with sparkling wines sales in December 50% more than the next best-selling month in the year.*

David Dearie, CEO of Treasury Wine Estates (TWE), urges Australians to carefully consider their choices and select high quality Australian sparkling this Christmas.

“Too often the exceptional quality of Australian sparkling is overlooked by consumers – with the perception that you have to buy French to buy quality. Within Treasury Wine Estates alone, there are some exceptional brands like Yellowglen, Heemskerk and Seppelt, made using the traditional method, with outstanding releases available for every occasion. I challenge people to try home-grown sparkling this Christmas – Australia certainly has the wines worthy of celebration.”

Within the Treasury Wine Estates portfolio, Yellowglen has taken on the proud mantle of Australia’s number one sparkling wine.*

Building on more than 40 years of winemaking heritage, Yellowglen is releasing a premium tier - the Exceptional Vintage XV by Yellowglen – just in time for Christmas. Featuring only the best parcels of fruit, the XV wines are the ultimate expression of an outstanding region in an exceptional vintage. At \$49.99 RRP, they certainly are worthy of gracing any Christmas table.

Tasmania has also established an outstanding reputation for sparkling wine and Heemskerk, which sits within the Treasury Wine Estates portfolio, produces a superb sparkling. The 2008 Heemskerk Coal River Valley Chardonnay Pinot Noir (RRP \$59.99) showcases a definitive structure with an elegant palate and incredible persistence on the finish.

Another jewel in TWE’s sparkling crown is the Salinger Pinot Noir Chardonnay 2006. The pinnacle white sparkling wine from Seppelt, Salinger's focus is to source the best fruit from Australia's finest cool climate regions, where the classic sparkling varieties - Pinot Noir, Chardonnay and Pinot Meunier - are most at home. Seppelt winemakers craft an elegant and refined sparkling wine that also includes up to five per cent reserve wine for added complexity.

**For more information about these wines, please contact:
Justine Rebien, PR and Communications Manager (Yellowglen)
Justine.rebien@yellowglen.com.au 03 8533 3838 or 0438 545 383**

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