



**Media Release**

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**WOLF BLASS BLACK LABEL WINS TROPHY FOR BEST RED BLEND AT FIVE NATIONS WINE CHALLENGE**

The Association of Australian Boutique Winemakers named the iconic Wolf Blass Black Label the trophy winner in its category for its 2007 Cabernet Shiraz Malbec at the Five Nations Wine Challenge in Sydney tonight.

The Challenge is the only wine show in the world where the wines compete exclusively by invitation from the panel of esteemed judges.

Countries participating in the 2012 challenge included Australia, New Zealand, Argentina, South Africa and Chile - a judge from each nation is given the task of selecting the best wines in their country.

Representing the Australian contingent on the judging panel was widely respected wine writer, Huon Hooke, who was responsible for the selection of the 100 Australian entries into the Challenge.

Wolf Blass Chief Winemaker, Chris Hatcher, said that it always feels great to win a trophy in a competition of this calibre: "the unique aspect to this Challenge is that all the wines are pre-selected by the judges, which is what makes it extra special."

Recognised on the world wine stage as a wine of distinction, heritage and pedigree, Wolf Blass Black Label has an unparalleled reputation as a benchmark example of classic Australian wine.

"Black Label is the iconic Wolf Blass blend and its principle is simple; each vintage the Wolf Blass winemakers craft the finest red blend from premium South Australian vineyards. Over 100 different parcels of fruit are initially selected and narrowed down to the finest, most iconically Black Label in style," says Hatcher.

The 2007 Black Label is a deep red wine with intense lifted blackcurrant fruit, layered with underlying notes of coffee, dark chocolate and hints of mint and eucalypt. The palate is rich and full with spicy bramble fruit and plums, integrated with smoky oak and velvety tannins.

Wolf Blass sits within the South Australian portfolio of Australia's largest publicly listed wine company, Treasury Wine Estates.

**About Wolf Blass**

Wolf Blass was established in the Barossa Valley in 1966 and has grown from a humble tin shed to become one of the world's most successful and awarded wine brands. A recipient of more than 265 Gold medals and 45 Trophies at national and international wine shows, the essence of Wolf Blass wines is exemplified through the passion of its custodians past and present who unswervingly create wines of quality, character and consistency. Visit [www.wolfblass.com](http://www.wolfblass.com)

See all of the results from the 2012 Challenge at [www.boutiquewines.com.au](http://www.boutiquewines.com.au)

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