



May 2012

Wolf Blass showcase fifteen years of luxury wines VinExpo Asia Pacific 2012 – Pavilion No. DE93

Wolf Blass Chief Winemaker Chris Hatcher will host a series of masterclasses to showcase luxury wines from leading Australian wine brand Wolf Blass at this year's VinExpo Asia Pacific (Hong Kong) from 29th – 31st May.

Wolf Blass has consistently held its position as Hong Kong's number one selling wine brand by value since 2006 and with China recently joining the list of the world's top five wine consuming nations¹ Wolf Blass are seizing the opportunity.

“Wolf Blass has a long-standing relationship with Asia and our wines are enjoyed by wine enthusiasts across the continent. The growth opportunity within markets such as China, Hong Kong and Singapore are a key focus for the brand and we're very excited to be showcasing our wines in Hong Kong at this iconic industry event,” said Chris.

Masterclass guests will have the opportunity to taste 15 years of Wolf Blass luxury wines as Chris presents *'Fifteen years of the Wolf Blass Classics, Grey Label and Iconic Black Label'* along with insights into *'The Aging Potential of the Wolf Blass Contemporary Wine Styles'* complemented by reds and whites from Wolf Blass Gold Label and Platinum ranges.

Visitors to the Wolf Blass bar within the Treasury Wine Estates stand will also have the opportunity to taste a selection of wines from the Wolf Blass luxury and core ranges at all times during the expo. This includes *Yellow Label Cabernet Sauvignon* and *Presidents Selection Shiraz* along with the latest additions to the Wolf Blass Asia portfolio – the *Red Label Moscato* and *Red Label Pink Moscato*.

Key details for VinExpo Wolf Blass masterclasses are as follows:

Date	Masterclass	Time
Tuesday 29 th May	<p>Wolf Blass presented by Chris Hatcher <i>15 years of the Wolf Blass classics, Grey Label and iconic Black Label</i></p> <p>1998/2002/2008 Grey Label Cabernet 1998/2002/2004/2007 Black Label Including a tasting of 2002 Black Label sealed with screwcap and cork</p>	4.30pm
Thursday 31 st May	<p>Wolf Blass presented by Chris Hatcher <i>The Aging potential of the Wolf Blass Contemporary Wine Styles</i></p> <p>2005/2011 Gold Label Riesling 2007/2011 Gold Label Chardonnay 1998/2009 Gold Label Shiraz 1998/2008 Platinum Shiraz</p>	10.30am

¹ International Wine & Spirit Research (IWSR) 2012

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Notes to editors

About Chris Hatcher

Chris Hatcher is widely considered one of Australia's leading winemakers and respected wine show judges. His attention to detail in the winery and the tasting room has helped to produce the quality, consistency and character that built the reputation of Wolf Blass wines.

In 1996, when Wolf Blass wines had grown into Mildara Blass and a new chief winemaker was needed, it was a given that 'Hatch' would be the best person for the job. After all, he'd already set the standard and shown the leadership qualities that would continue to push the winemaking boundaries at Wolf Blass.

Following his appointment as Chief Winemaker, he quickly set about improving the overall quality of the Wolf Blass wines. Known for his attention to detail, Chris' impact on Wolf Blass is evident in every winemaker working for him today.

About Wolf Blass Wines

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 3,000 medals and trophies at national and international wine shows, the essence of Wolf Blass wines is exemplified through the passion of its custodians past and present as they continuously strive to produce wines of quality, character and consistency. Visit www.wolfblass.com.au