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WOLF BLASS STRIKES GOLD AT 2012 INTERNATIONAL WINE CHALLENGE

Leading Australian wine brand Wolf Blass has maintained its winning tradition scooping up six gold medals at the highly acclaimed International Wine Challenge (IWC) in London on Tuesday (May 22nd).

Wolf Blass enjoyed considerable success across its fine wine portfolio winning gold for the following wines:

- Wolf Blass Gold Label Adelaide Hills Chardonnay 2008
- Wolf Blass Gold Label Adelaide Hills Chardonnay 2010
- Wolf Blass Gold Label Adelaide Riesling 2010
- Wolf Blass White Label Adelaide Hills Chardonnay 2004
- Wolf Blass White Label Adelaide Hills Chardonnay 2007
- Wolf Blass Platinum Label Barossa Shiraz 2006

Wolf Blass Chief Winemaker Chris Hatcher said that the brand's ongoing success is a reflection of the Wolf Blass winemaking team and their dedication to producing wines that reflect the outstanding regions from which the fruit is sourced.

"As Adelaide Hills continues to win the big awards it has now established its place as one of Australia's top regions for outstanding Chardonnay. The ongoing success of the multi-award winning Wolf Blass Gold Label and White Label Chardonnays is a true reflection of this," said Chris.

"Both of these Chardonnays have enjoyed considerable gold medal success in Australia and overseas - the White Label is a limited release wine made only in exceptional vintages from carefully selected parcels and is all about pushing winemaking boundaries to highlight the cellaring potential of Australian Chardonnay. The Gold Label is full yet elegant with varietal chardonnay flavours and complex creamy texture with a fine refreshing acid line that gives it a long and delicate finish," Chris continued.

The iconic Wolf Blass Platinum Label Shiraz has been awarded numerous international wine awards and 2012 marks the second year in a row of gold medal success at the IWC, last year picking up the award for its 2007 vintage.

"The Wolf Blass Platinum Label Shiraz 2006 is a masterful blend of the finest Shiraz parcels from select Barossa vineyards and is the ultimate expression of our winemaking skills. In keeping with the Wolf Blass winemaking style, each parcel of fruit is fermented separately and only after maturation of approximately 20 months in French barriques is the final blend for this ultra limited wine completed," Chris concluded.

Crafted from two of Australia's finest Riesling regions, the Wolf Blass Gold Label Riesling 2010 combines the mineral backbone and delicate floral characteristics of the Eden Valley, while the Clare Valley grapes add flavours of lemon, lime and orange blossom.

ENDS

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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. Wolf Blass is the No.1 selling Australian wine brand by value in Australia, Hong Kong, Canada, Singapore and the UK. 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

About Chris Hatcher

Chris Hatcher is widely considered as 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.

About IWC

The International Wine Challenge (IWC) is an annual wine competition which assesses every wine blind and judges each for its faithfulness to variety, region and vintage. Every wine is assessed independently of its price and great value for money awards are made after the wine has been judged for quality. The competition takes place over two weeks. There are three rounds of blind tasting: groups of eight to twelve wines of the same style are tasted and scored by tables of 4 or 5 judges (there are over 400 judges). Wines scoring more than 84 points out of 100 advance to round two, where they are tasted again and medal winners in each style are awarded. Round three is a tasting of gold medal winners to decide on trophy winners.

How the wines are scored:

At all stages wines are marked out of 100 with the following points corresponding to the relevant award:

Gold	95 - 100
Silver	90 - 94
Bronze	85 - 89
Commended	80 - 84