

The Fifth Leg **BAD TASTE AMNESTY**

MEDIA RELEASE

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TRADE IN YOUR BAD PLONK THIS AUSTRALIA DAY

We all know life's too short to drink bad wine – so how come there's still so much of it around?

Fifth Leg is coming to the rescue this Australia Day by giving everyone the chance to trade in a bottle of bad wine for an accomplished bottle of Fifth Leg. Bad Taste Amnesty is an initiative by Fifth Leg to stamp out the consumption of inferior wine!

If you've had your fair share of wine crimes in the past, jump on board Bad Taste Amnesty and make sure you have a bottle of Fifth Leg to enjoy on Australia Day.

Fifth Leg wines are made with care and attention by Winemaker Oliver Crawford and his team in Margaret River. If you're a serious connoisseur, you'll appreciate these deliciously vibrant wines. And if you simply want a great drop to share, well then you're seriously in luck.

Fifth Leg was born from the Devil's Lair Cave, a famous archaeological site not far from the Devil's Lair winery – where fossilised remains of a Tasmanian tiger were found, together with a mysterious extra leg. Seriously - true story!

The Details: Bad Taste Amnesty

When can I start?	Australia Day – Saturday 26 January 2013 – 10am - 2pm
What do I do?	Bring in your bad wine – raid your cupboards, discard the re-gifted wines, gather the Christmas left-overs – it's time to crack down on inferior wine in your home!
Where do I do it?	Head to any First Choice outlet around Australia, where you'll find our inferior wine 'drop and exchange' zones. To find your nearest store, visit www.1stchoice.com.au/Stores/Finder
What'll I get?	Bring in a bottle of bad wine and you'll receive a bottle of Fifth Leg in exchange
Why?	It's the inferior wine crack-down Australia had to have! Now you'll have something to enjoy on Australia Day.
Find out more?	From January 15 th , all details will be on our website at www.fifthleg.com.au

**For more information or enquiries about Bad Taste Amnesty, please contact:
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