



MEDIA RELEASE

9 December 2013

Treasury Wine Estates and Nuance Australia unveil world's first Penfolds Boutique Store in Sydney Airport

Treasury Wine Estates (TWE) and Nuance Group have unveiled a permanent standalone Penfolds store, a world first in wine and Global Travel Retail.

The outlet, which is situated in the International terminal 1 at Sydney Airport is designed to offer the very best wine experience for travellers, involving one of Australia's fine wine brands. This will include in-store tastings, unrivalled access to new vintage releases as well as a wine education program. The store will be staffed by multi-lingual TWE brand ambassadors.

The store, which was officially opened on Friday, is the outcome of an industry leading partnership between TWE, Nuance Australia and Sydney Airport. It is a true example of the "Trinity Partnership" in Travel Retail – a close working collaboration between brand owner, retailer and airport.

Andrew Carter, Chief Commercial Officer APAC/EMEA and Global Travel Retail, at Treasury Wine Estates, said: "The Penfolds Boutique store is a truly premium retail experience for all shoppers going through Sydney Airport. Penfolds is one of the most recognised luxury wine brands in the Global Retail Travel space and is highly sought after by international travellers."

He added that the opening was a clear demonstration of TWE's desire and ability to work closely with its retail partners: "We are delighted to partner with Nuance and Sydney Airport. It demonstrates our desire to work closely with our key retail partners and find innovative solutions to help lead the growth of wine sales in this channel. It is a huge step forward in TWE's ambition to be the leading wine supplier in Global Travel Retail."

Philippe Boyer, CEO, Nuance Australia, said: "This beautiful new store is the latest and most exciting innovation to date from our partnership with Treasury Wine Estates. In particular, the growth in demand for Penfolds among two of our most important customer groups – Australians and the Chinese segment – continues to grow. Creation of this dedicated space staffed by specially trained brand ambassadors ensures that we can actively, directly engage with these customers. The store

will be an excellent vehicle for launching new products and innovations and of course the exclusives and limited editions that we know are so important to these key target groups.”

Andrew Gardiner, Sydney Airport General Manager Retail, said: “The arrival of yet another world first at Sydney Airport is testament to our commitment to continually evolving our retail offering by introducing new and unique retail experiences that travellers remember. We are proud to work with TWE and Nuance Australia to bring the Penfolds store to the International terminal and we are confident it will resonate strongly with our customers, especially those hunting for Christmas gifts as we head into the festive season.”

TWE was responsible for the design and worked with Nuance Australia on the build of the store. Ongoing management and operations will be in partnership between TWE and Nuance Australia.

While the store will be dedicated solely to Penfolds for the bulk of the year, the design of the store allows it to be ‘re-skinned’ for key launches or releases of other TWE brands – for example, the Wolf Blass Luxury release in September.

ends

For further details please contact: Adam Withrington, Senior PR Manager EMEA and GTR Treasury Wine Estates – adam.withrington@tweglobal.com – or +44 208 843 8378

OR

Roger Sharp, Director Group Corporate Affairs, Treasury Wine Estates – roger.sharp@tweglobal.com – or +61 3 8533 3786