



## **Wolf Blass releases 2013 Luxury Collection showcasing quality, character and consistency**

*Wolf Blass Luxury Collection released 2 October, 2013*

The 2013 Wolf Blass Luxury Collection features a portfolio of wines that represent Australian winemaking at its finest and proudly expressing the Wolf Blass philosophy of quality, character and consistency.

Led by one of Australia's preeminent and most highly-awarded winemakers, Chris Hatcher, who was recently named International Red Winemaker of the Year at the 2013 International Wine Challenge, the Wolf Blass winemaking team presents an expression of dedicated craftsmanship; conveying passion, creativity and individuality in every bottle.

Each wine in the 2013 Wolf Blass Luxury Collection carries the distinctive and consistently recognizable style of Wolf Blass, differentiated by nuances of vineyard, vintage, variety and personality.

The viticulture and winemaking teams are dedicated to creating wines of magnificence, set to rival the very best in the world as evidenced by Wolf Blass' continuing success on the global wine stage.

Wolf Blass grow and source the finest fruit from distinguished vineyard sites, marrying regional and varietal attributes to innovative yet time-honoured winemaking techniques.

The Wolf Blass vision is at all times to maintain an unwavering standard of exceptional quality that is quintessentially Wolf Blass.

Wolf Blass Chief Winemaker, Chris Hatcher says:

"For the 2013 Wolf Blass release, we've expanded our Luxury Collection to include White Label, the pinnacle of our white winemaking excellence. Two elegant expressions of the 2012 vintage, which speak of their unique terroirs.

"We've meticulously bottle-aged and re-released our Platinum and Black Labels from the stellar 2006 vintage, offering up wines with wonderfully integrated fruit and secondary development.

"And we introduce the stunning 2009 Black Label Cabernet Shiraz Malbec and the 2011 Grey Label McLaren Vale Shiraz, one of the remarkable highlights of a challenging vintage.

"In addition to this fabulous collection, we have the Wolf Blass Gold Label range, the ultimate varietal and regional expressions from Australia's best winegrowing regions."

*-more-*

The 2013 Wolf Blass Luxury Collection includes:

- Black Label Barossa McLaren Vale Langhorne Creek Cabernet Sauvignon Shiraz Malbec 2009 RRP\$129.99 AUD
- Grey Label McLaren Vale Shiraz 2011 RRP\$44.99 AUD
- White Label Clare Valley Riesling 2012 RRP \$33.99 AUD
- White Label Piccadilly Valley Chardonnay 2012 RRP \$33.99 AUD

Wolf Blass Museum Releases:

- Platinum Label Barossa Shiraz 2006 RRP \$179.99 AUD
- Black Label Barossa McLaren Vale Langhorne Creek Cabernet Sauvignon Shiraz Malbec 2006 RRP\$129.99 AUD

Wolf Blass Gold Label Red wines RRP\$27.99 AUD and White wines RRP\$24.99 AUD

-ends-

For more information please refer to the 2013 Wolf Blass Luxury Release Brochure or contact Rebecca Appleton, Global PR Manager on 03 8533 3959 or [Rebecca.Appleton@tweglobal.com](mailto:Rebecca.Appleton@tweglobal.com)

Follow us on Twitter @WolfBlassWines [www.facebook.com/WolfBlassWines](http://www.facebook.com/WolfBlassWines) [www.WolfBlass.com.au](http://www.WolfBlass.com.au)

## **NOTES TO EDITORS**

### **ABOUT THE WINES:**

#### **NEW VINTAGE RELEASES**

#### **Black Label Barossa McLaren Vale Langhorne Creek Cabernet Sauvignon Shiraz Malbec 2009**

Black Label is a powerful expression of the Wolf Blass philosophy of synergistic blending. It expresses the character and structure of the classic Australian pairing of Cabernet Sauvignon and Shiraz, enhanced with a hint of Malbec vibrancy.

#### **Grey Label McLaren Vale Shiraz 2011**

Perhaps the definitive interpretation of this unparalleled Australian wine region, the 2011 Grey Label Shiraz is a deeply flavoured, generous, yet elegantly structured wine which expresses all the hallmarks of the distinctive Wolf Blass style.

#### **White Label Clare Valley Riesling 2012**

Hailing from the celebrated Polish Hill River District of South Australia's Clare Valley, the 2012 White Label Riesling is an unmistakable reflection of the unique terroir, displaying characteristic minerality, finesse and intensity.

#### **White Label Piccadilly Valley Chardonnay 2012**

Selected from distinguished vineyard sites in the Picadilly Valley district of the Adelaide Hills, the 2012 White Label Chardonnay is a sophisticated, complex wine with pristine, elegant fruit, fine acidity and great depth of flavor.

#### **Wolf Blass Gold Label wines**

To create the Gold Label collection, the Wolf Blass winemakers select the definitive varieties of the very best South Australian wine regions to produce a range of progressive, elegant wines that showcase both regional and varietal excellence. Vibrant fruit aromas and long supple, perfectly balanced palates are the hallmarks of the Gold Label range since its introduction in 1998.

### MUSEUM RELEASES

#### **Platinum Label Barossa Shiraz 2006 (Museum Release)**

The ultimate Shiraz of the Wolf Blass portfolio, 2006 Platinum Label Shiraz represents the finest Shiraz from selected Barossa vineyards, crafted to embody the very essence of variety, vineyards and vintage. Meticulously matured in bottle for over five years, this aged release expresses a captivating, complex bouquet and a voluptuous, textured palate.

#### **Black Label Barossa McLaren Vale Langhorne Creek Cabernet Sauvignon Shiraz Malbec 2006 (Museum Release)**

The 2006 Black Label is an expression of the art of blending showing the Wolf Blass house style at its finest. A plush, velvety palate with balanced tannins and great length, this is a true illustration of a great Australian classic.

### **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 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.wolfblasswines.com.au](http://www.wolfblasswines.com.au)

### **ABOUT WOLFGANG BLASS AM**

Wolfgang Franz Otto Blass was born in 1934 in what used to be East Germany. Moving to Australia in 1961, Wolf first settled in the Barossa Valley. His initial role was with Kaiser Stuhl, and after becoming Australia's first consultant winemaker he quickly developed the reputation as the 'golden boy' of the wine industry. Wolf concentrated on production of red table wines, making it his personal mission to change this trend. Not constrained by tradition, he was revolutionary in using new winemaking and marketing techniques.

### **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.