



Friday 8<sup>th</sup> November

## **Wolf Blass White Label Chardonnay 2012 awarded Best Chardonnay at the Hong Kong International Wine & Spirit Competition**

Wolf Blass White Label Chardonnay 2012 has been awarded Best Chardonnay at the prestigious Hong Kong International Wine and Spirit competition (HKIWSC).

In addition to this, Wolf Blass collected three gold medals for White Label Chardonnay 2012, Gold Label Adelaide Hills Shiraz Viognier 2010 and Grey Label McLaren Vale Shiraz 2011.

This accolade further reinforces the strength of Wolf Blass in the Asian market, having recently been named Australian Wine Producer of the Year trophy at the prestigious China Wine and Spirit Awards.

Wolf Blass Chief Winemaker, Chris Hatcher, is delighted with this achievement.

“China and Hong Kong are very important markets for Wolf Blass and the Australian wine industry in general. We have been at the forefront of the evolution of Australian Chardonnay and this trophy recognises that we now make world class Chardonnay”.

Simon Marton, Managing Director of Wolf Blass is pleased to receive such strong commendation in the Asian market.

“To have Wolf Blass White Label Chardonnay 2012 win ‘Best in Show’ at an International competition based on Asian taste preferences is testament to our talented winemaking and viticulture teams.

“It is fantastic to perform so well in Hong Kong, a very important market for Wolf Blass, where we are the number one wine brand.” he said.

Entering its fifth year, HKIWSC was the first, and still remains the most authentic, wine and spirit competition in Asia. Created by the IWSC Group, the competition has led the way in showcasing world class wines to the Asian market. The HKIWSC, not only selects the best, most established wines, for the Asian taste preferences, but also aims to introduce some less well-known wines to the Hong Kong market, providing even more choice for the region’s wine lovers.

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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. 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.

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