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## AUSTRALIAN ICON WOLFGANG BLASS AM TURNS 80 TODAY

**Wolfgang Blass AM** - one of Australia's most iconic and influential wine industry figures - turns 80 years old today, the 2nd September 2014.

German born Blass established Wolf Blass Wines in 1966 in a humble tin shed making small parcels of his own wine, blending grape varieties – a revolutionary approach in Australia at the time. **He wanted to develop a red wine style that was 'different', more 'approachable', 'softer' and 'immediately drinkable' for Australians, particularly women**, and this was where his award winning formula of 70% cabernet/30% shiraz was born. **Before this, Australian's were drinking very little wine.**

### Wolf Blass Facts

- From his childhood in Third Reich Germany where he witnessed concentration camp prisoners gunned down in the street before his young eyes, through to founding one of Australia's most successful wine brands, Wolfgang (Wolf) Blass embodies the ultimate immigrant success story.
- In 2001 Wolfgang was appointed as a member in the **Order of Australia** for "service to the development of the Australian wine industry". He also holds the equivalent in Germany.
- Once famously proclaiming that "my wines are sexy - they make weak men strong and strong women weak," **Wolf is a true marketing maverick – well before his time.** In the early days of building his brand, favourite publicity tricks included driving through the Barossa in an open top car pouring his wines for the punters passing by; lavish parties at his home and having his name repeatedly paged in airports just so that everyone knew he was there. Wolf Blass was instrumental in actively promoting medal wins on his wine bottles – something that is commonplace in the industry today.
- Since Wolf Blass Black Label launched in 1973 it has earned more than 250 gold medals and 49 trophies at international and national shows, including the **coveted Jimmy Watson Trophy an unprecedented four times – the only wine to ever achieve this honour.**
- Today, roughly 60 million bottles bear the Wolf Blass name each year with many exported around the world.

In line with Wolf's 80<sup>th</sup>, and to officially mark this momentous occasion, the **Wolf Blass** winemaking team have created an extraordinary, limited edition wine '**The Master**', made in the style of Wolfgang's first, and industry changing, Cabernet Shiraz blend.

**Wolf Blass 'The Master' Langhorne Creek Pasquin Vineyard Cabernet Shiraz 2012** comes beautifully presented in a special leather gift box (RRP\$350), or with a very limited edition print of a Wolf Blass portrait, by artist David Bromley - of which there are only 80 available worldwide (RRP\$1000).

**Wolf Blass Wines** is also proud to release today the **2014 Wolf Blass Luxury Collection** in line with their Founder's 80<sup>th</sup> birthday.

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### NOTE TO EDITORS

#### ABOUT WOLF BLASS WINES

Wolf Blass was established in the Barossa Valley in 1966 and has grown from a humble tin shed to become one of the worlds 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.