



MEDIA RELEASE

FOR IMMEDIATE RELEASE

## **Lindeman's introduces Regional Series**

### **Two great regions = one fabulous wine**

Paying homage to the art of regional blending and the philosophy that the sum of the whole is greater than the individual parts, Lindeman's launched the Lindeman's Regional Series range in the Hunter Valley on 11 March 2014.

Media and VIP guests gathered at the Lindeman's Ben Ean Cellar Door in the Hunter Valley, framed by undulating vineyards, rolling hills and a palpable sense of history. Following a tour of the vineyards on-site and a preview tasting of the new range with Chief Winemaker Wayne Falkenberg and Viticulturist Richard Neagle, guests were treated to a step back in time to 1855 with a rare opportunity to visit the stunningly beautiful Cawarra homestead, the private residence and original family home of Dr Henry Lindeman.

Tim and Helen Capp, descendants of Dr Henry Lindeman, hosted the group at Cawarra for a special lunch including former Lindeman's winemaker from the 1960s, Karl Stockhausen and Lindeman's Ambassador Chef Dominique Rizzo.

Lindeman's Regional Series showcases classic single varieties from a blend of two complementary regions. These wines capture the best characters from each region to deliver beautifully balanced and approachable wines that are particularly expressive of a variety.

Since the beginning, Lindeman's renowned consistency and quality has had much to do with Dr Henry Lindeman's pioneering approach to blending across different regions. As far back as the 1860s, cross-regional blending enabled Dr Lindeman to combine different regional characteristics and gain the best from each season.

Lindeman's Premium Winemaker, Brett Sharpe, explains: "Throughout our long history of sourcing from established vineyards across Australia, the Lindeman's winemakers have passed down intricate knowledge of how particular varieties fare given their location."

"Taking two or more parts, assessing their individual characters and combining them with elements that are complementary has always been an important part of the winemaking process. We've simply never had the opportunity to showcase two complementary styles together, until now."

**Lindeman's Regional Series Pinot Noir Chardonnay Vintage Cuvée 2011**

**Yarra Valley and Adelaide Hills**

**Lindeman's Regional Series Chardonnay 2013**

**Hunter Valley and Adelaide Hills**

**Lindeman's Regional Series Cabernet Sauvignon 2012**

**Padthaway and Clare Valley**

***Lindeman's Regional Series wines are \$22.99 RRP and are available through independent retailers Australia-wide.***

**For further information, images, interviews or product samples, please contact:**

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