



MEDIA RELEASE

Embargoed until 1pm 5 September 2014

WOLF BLASS SOARS BACK ONTO TV SCREENS

One of Australia's most awarded wineries, Wolf Blass, will be back on TV screens tonight with an advertising campaign valued in excess of \$4 million across Free to Air, Catch Up, Subscription TV and digital with approximately 2,000 spots running over September and October.

The 'Reflections' campaign will see a return of the iconic Wolf Blass music and famous Wolf Blass eagle highlighting the brands international award winning status as 'International Winemaker of the Year'.

Lisa Saunders, Treasury Wine Estates Marketing Director - Australia and New Zealand, is thrilled to see Wolf Blass back on TV in Australia in line with the 2014 Luxury Release and 80th birthday of founder, Wolfgang Blass.

"Wolf Blass is acclaimed for its history of producing award winning wines of quality, character and consistency.

"Wolf Blass is one of Australia's most loved brand and the 'Reflections' campaign is designed to reassert our leadership in the Australian market.

"Given Wolf Blass' broad appeal, 'Reflections' is intended to have maximum reach and impact. We know it will resonate strongly with our consumers, particularly with the return of the famous Wolf Blass score" she adds.

This year, Wolf Blass founder, Wolfgang Blass AM turned 80 with the winery celebrating this milestone by releasing a limited edition commemorative wine 'The Master' as part of the 2014 Luxury Collection.

Wolf Blass 'Reflections' Campaign Fast Facts

- Approximately 2,000 spots over September and October 2014.
- Wolf Blass will have spots across all AFL finals games and in the AFL Grand Final in metro markets and on the Fox Footy channel.
- AFL Finals Series integration including Fox Footy 'Player of the Finals Series bought to you by Wolf Blass'.
- AFL Grand Final integration including sponsorship of all Spidercam coverage on Channel 7.
- Wolf Blass will also feature in key programming such as X Factor, The Footy Show, Big Brother and the 2014 Rugby Championship.

View the Wolf Blass 'Reflections' TVC here

https://www.youtube.com/watch?v=_PID1OQ09Go&list=UUyJH1aZQMOKiOVtnCzrq3w

- ENDS -

For further information please contact:

Rebecca Appleton | Global PR Manager – Wolf Blass | 03 8533 3959 | 0407 837 907 | Rebecca.Appleton@tweglobal.com
www.wolfblass.com.au

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

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.