



MEDIA RELEASE

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Wolf Blass back at the crease announcing sponsorship of the ICC Cricket World Cup 2015

Leading Australian wine brand Wolf Blass has announced a partnership with the International Cricket Council (ICC), to become the official wine sponsor of the ICC Cricket World Cup 2015, being co-hosted by Australia and New Zealand.

Wolf Blass has a long association with Cricket both in Australia and the UK.

The partnership will see Wolf Blass reassert its leadership in the Australian market as one of the country's most loved wine brands.

The sponsorship will also see Wolf Blass wines exclusively poured at the seven stadiums hosting matches in Australia.

Lisa Saunders, Treasury Wine Estates Marketing Director - Australia and New Zealand, said:

“We are incredibly excited to be the official wine sponsor of the ICC Cricket World Cup 2015.”

“Wolf Blass has a fantastic history aligning to cricket and we're looking forward to partnering with one of the biggest events on the 2015 sporting calendar.”

“This sponsorship will focus on the award winning range of Wolf Blass wines from Red Label, Yellow Label to Gold Label and above” she said.

The 49-match ICC Cricket World Cup 2015 tournament starts on 14 February in Melbourne with Australia going head to head with England in a day/night match.

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For more information contact Rebecca Appleton, Global PR Manager Wolf Blass, on Rebecca.Appleton@tweglobal.com or 03 8533 3951

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 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

About Wolfgang Blass AM

This year, Wolf Blass founder, Wolfgang Blass AM turned 80. Blass is one of Australia's most iconic and influential wine industry figures and is renowned for making wines more 'drinkable' in the sixties by 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, Australians were drinking very little wine.

About the ICC Cricket World Cup 2015

The ICC Cricket World Cup 2015 will start on 14 February with New Zealand taking on Sri Lanka in a day match in Christchurch, while on the same day in Melbourne, host Australia will go head to head with England in a day/night match. Melbourne will also host the final on 29 March.

A total of 49 matches will be played across 14 venues, seven in Australia (Adelaide, Brisbane, Canberra, Hobart, Melbourne, Perth and Sydney) and seven in New Zealand (Auckland, Christchurch, Dunedin, Hamilton, Napier, Nelson and Wellington).

The format of the tournament is the same as the ICC Cricket World Cup 2011, i.e. two groups of seven sides each, quarter-finals, semi-finals and final. All the knock-out stage matches will have reserve days.

Apart from the 10 Full Members, four qualifiers – Afghanistan, Ireland, Scotland and the United Arab Emirates – will take part in the tournament.