

MEDIA RELEASE

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Introducing Georg Jensen Hallmark Cuvée by Heemskerk: a collaboration of design, purity and elegance

Renowned Danish design house, Georg Jensen, and premium Tasmanian wine producer, Heemskerk, have joined forces to release the Georg Jensen Hallmark Cuvée by Heemskerk, a premium sparkling wine that showcases purity, elegance and design.

The hallmark qualities of Georg Jensen craftsmanship and timeless aesthetic have been captured in every element of the Hallmark Cuvée, from its wine style to its aesthetically striking bottle and stylish, re-sealable closure.

Beautifully crafted with elegance and restraint, the Hallmark Cuvée is a crisp and delicate aperitif style that celebrates the impeccable purity, finely structured acidity and subtle complexity that Australian sparkling is renowned for.

The collaboration celebrates a union of creative minds - Georg Jensen, Heemskerk and Heemskerk designers Denomination (formerly The Collective Design Consultants) - each bringing a shared appreciation of refinement and minimalism in their respective fields and a wealth of experience.

Louise Langkilde, Managing Director of Georg Jensen Living, said: "Extending the Georg Jensen design aesthetic to a sparkling wine with a beautiful re-sealable closure is an interesting interpretation of the philosophy of Georg Jensen himself, who sought to create democratic designs possessing functionality and beauty. It's a lovely complement to our Living range, which showcases beauty in the home and entertaining," Langkilde said.

The opportunity to collaborate with the internationally renowned design house was a natural evolution for Heemskerk, a brand for which style and design is integral part of the wine experience.

Margaret Nolan, Creative Director of Denomination, said "The Heemskerk design aesthetic is über-contemporary and sleek; it doesn't conform to normal wine conventions, yet it's housed in a traditional wine bottle. Everything about Heemskerk captures the strength of tradition, but reimagines it in a very modern way. To us, this was the right foundation for a collaboration with Georg Jensen, a brand of heritage and modernity that we very much admire and respect."

Georg Jensen Hallmark Cuvée by Heemskerk NV, RRP: \$39.99

Hallmark Cuvée Sparkling Winemaker, Trina Smith, took inspiration from Georg Jensen to craft a sparkling with similarly structured elegance: "The Hallmark Cuvée is a classic aperitif style; it's crisp and clean, vibrant with a very fine bead. It's a refined style designed for that first sip of the day, the delicate burst of bubbles and refreshing finish," Smith said.

The Georg Jensen Hallmark Cuvée by Heemskerk is made from a blend of traditional sparkling grape varieties, Chardonnay and Pinot Noir. The intense structure of Chardonnay and the flavours of Pinot Noir entwine to produce a wine of incredible elegance and persistence. The dominant Chardonnay variety provides aromatic notes of citrus blossom, fresh lemon and grapefruit zest. The palate shows restraint with a beautiful chalky mouthfeel and a backbone of taut acidity and elegant minerality, with lemon pith and roasted cashew nuts.

Now available at Dan Murphy's, Vintage Cellars and select fine wine outlets.

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For further information, images or interviews, please contact:

Justine Porter-Rebien, PR and Communications Manager Heemskerk
03 8533 3838 / 0438 545 383 or Justine.Porter-Rebien@heemskerk.com.au

