



ROSEMOUNT



MORRISONS

- Press Release -

ROSEMOUNT LAUNCHES UNIQUE CROWDSOURCED CONSUMER WINE BLEND

Rosemount Consumer Blend launches exclusively at Morrisons

Rosemount is proud to launch a brand new white wine blend, available exclusively at Morrisons stores across the United Kingdom. This unique Sauvignon Blanc, Pinot Grigio, Vermentino and Moscato blend was created through a nationwide competition that saw ten lucky foodies treated to a gourmet weekend away, culminating with the all-important blending competition.

Winners were invited to attend an exclusive weekend in the Wiltshire countryside that included foraging adventures through the surrounding wilderness, culinary masterclasses to hone their skills in the kitchen and cooking and blending challenges hosted by Celebrity Chef Matt Tebbutt.

With a CV that includes hosting roles on *Good Food Channel's Market Kitchen: Big Adventure* and *Channel 4's Drop Down Menu* and authoring two cookbooks to inspire aspiring chefs, Tebbutt is a well-regarded expert in foodie circles and the perfect gourmet guide to lead the group through the weekend's challenges.

In the battle for the perfect blend, guests were tasked to create an all-new white wine blend that championed Sauvignon Blanc. The names of seven other grape varieties were hidden and replaced with only flavour descriptors – ensuring the participants were forced to let their senses and imaginations truly take over.

“The competition was a great way to challenge our shoppers and find out what they would create when driven purely by their taste buds with a blind taste test,” Rosemount’s Victoria Hunt-Taylor said.

Overall winner, Chester’s Olympia Davis’s blend was a true crowd favourite with the judges unanimously declaring the first-time vigneron’s zesty blend of Sauvignon Blanc, Pinot Grigio, Vermentino and hint of Moscato as the top drop amongst fierce competition.

“Olimpia has put together a really interesting blend which uses a little Vermentino and Moscato to spice up the Sauvignon and Pinot Grigio. I think her approach reflects the evolution of the British palate, which is now seeking out new and exciting flavours. We are always on the lookout for the next big thing and this wine forms part of our increasingly eclectic range of white wines”, Clive Donaldson, Senior Wine Sourcing Manager responsible for Australia, said.

Olimpia is delighted to be recognised for her skilful blending and is excited to share her creation with friends and family, saying that “It was a fantastic weekend, and now being able to walk into Morrisons and pick my own blend up from the shelf is amazing.”

The winning Rosemount Sauvignon Blanc, Pinot Grigio, Vermentino (with a little dash of Moscato) is available exclusively at Morrisons from £7.99, for further information visit

www.rosemountestate.com.

-ENDS-



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For more information including imagery, tasting notes and Q&A with Matt Tebbutt contact:

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Notes To Editors:

About Treasury Wine Estates:

Treasury Wine Estates (TWE) is one of the world's largest wine companies, listed on the Australian Securities Exchange (ASX).

The company has a rich heritage and a portfolio of some of the most recognised and awarded wine brands in the world. TWE is focused on portfolio premiumisation and brand-led marketing, with world-class production facilities in internationally recognised wine regions.

The company sources grapes from a mix of owned, leased and third-party vineyards, employing approximately 3,000 winemakers, viticulturalists, sales, marketing, distribution and support staff across the globe, TWE's wine is sold in more than 70 countries around the world.

Tasting notes:

This wine is a fantastic expression of the phrase "greater than the sum of its parts". The fragrant and juicy Sauvignon Blanc is rich with tropical fruits, passionfruit, gooseberries. The Pinot Grigio adds texture to the palate and a crisp pear and honeysuckle character. The Vermentino gives the wines its zing with fresh lemon zest and a mineral acidity. A fragrant and tasty collection of varieties that go together to make something special.