



MEDIA RELEASE

7 DECEMBER 2015

Treasury Wine Estates to provide calorie information for its wines

First global winemaker to provide calorie information to help consumers make more informed choices

Treasury Wine Estates (TWE), one of the world's largest winemakers, today announced a commitment to provide information on the calorie content of its wines, to help consumers to make more informed choices.

In a voluntary move that is a first for the global wine industry, the Company has committed to providing calorie information across its entire portfolio of bottled wine.

The roll-out of calorie information on TWE wines will commence across Europe, where there is heightened consumer interest in accessing information on the calorie content of wine and other alcohol beverages. Other regions including the Americas, Asia, and Australia & New Zealand will follow.

Calorie information will be provided online, with a dedicated web address printed on the Company's wine brand labels (eg. www.lindemans.com/calories) to help direct consumers to this information.

"We recognise that consumers are increasingly interested in accessing the facts on calorie content to help them make more informed choices on alcohol consumption," said TWE General Manager for Europe, Dan Townsend.

"TWE has a significant footprint across the world, with our wines sold in more than 70 countries. We believe a commitment to providing calorie information on our brands is a positive step that leads the wine industry in responding to consumer interests in this important area."

Wine & Spirit Trade Association CEO, Miles Beale said: "We welcome TWE's action in this important area. It is another good example of industry leading the way in providing information to consumers so that they can make informed choices about consumption. Significantly it also provides the sort of calorie information their consumers want and in a format that they can access easily."

The Portman Group CEO, Henry Ashworth added: "We warmly welcome TWE's latest commitment which is another great example of a leading drinks company voluntarily using their brand marketing and packaging to provide consumers with helpful information so they can make informed choices about alcohol."

TWE's work on this initiative has already commenced, and the Company will initially provide calorie information on its wines sold in Europe following the vintage 2016 labelling process.

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