



TREASURY
WINE ESTATES

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MEDIA RELEASE

Treasury Wine Estates polishes 'Regional Gems' in next phase of global brand strategy

Treasury Wine Estates Ltd (ASX: TWE) announced today that iconic wines from regional Australia will form a key part of the next stage of the Company's global brand strategy. A second portfolio of wines, including regional 'gems' from Coldstream Hills, Devil's Lair, Seppelt, T'Gallant, Heemskerk and Saltram will follow the trajectory established by TWE's global focus brands; supported by a dedicated team focused exclusively on maximising the potential of these exciting regional wines.

As foreshadowed by the Company's Chief Executive Officer, Michael Clarke, at last year's Annual General Meeting (November 2015), TWE has committed to step-changing the production and promotion of regional wines, in particular those with real heritage and genuine winemaking pedigree, in order to realise growth opportunities both within Australia and internationally.

"We will reinvigorate and grow these regional 'gems' just as we have other brands in our portfolio," said Clarke. "These brands will have the freedom and the independence to grow – they are treasured, scaleable wines that we will transform into regional champions, sold globally.

"Opportunity exists to think about, manage and invest in these brands differently. Our dedicated gems brand team will consider all options to ensure these brands maximise their value contribution to Treasury Wine Estates," said Clarke.

Regional Gems marks the next stage of TWE's brand transformation strategy. In FY15, as part of the Company's strategic roadmap, 15 brands were identified as global priority brands, with marketing support focused to drive growth in key regions across the world.

The dedicated team, led by Regional Wines General Manager, Christian Sim, will focus exclusively on optimising the sales, marketing and value contribution of these wines. The team will also be supported by an Advisory Panel that includes one of Australia's most respected wine experts, James Halliday AM.

"We are determined to deliver value growth from our regional gems. Our ambition is to export 50% of our regional gems, and we have increased the Australian vintage intake for these brands by approximately 40% this year to help realise their potential," said Sim.

"I see this strategy as helping to build 'Brand Australia' internationally, with a new focus on Australia's presence in key overseas markets. I am genuinely excited about what the future holds for these brands," said Halliday.

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