



TREASURY  
WINE ESTATES

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MEDIA RELEASE

**Treasury Wine Estates brings UK's most popular  
Rosé and white wine brand to Australia**

***Blossom Hill set to appeal to millennial consumers in  
fast growing wine categories***

Treasury Wine Estates (ASX: TWE) today announced plans to introduce one of the UK's most popular wines, Blossom Hill, to the Australian market, with the brand to appear on shelf in independent retailers from 16 May 2016.

Established in California in 1992, Blossom Hill is a multi-million case brand,<sup>1</sup> and is the leading white wine and Rosé wine, and number two red wine, sold in the UK.<sup>2</sup> TWE took ownership of the brand as part of the acquisition of the Diageo wine business on 1 January 2016.

Blossom Hill's launch in Australia further demonstrates TWE's commitment to building global brands and showcases the Company's commitment to the fast-growing Rosé category.

Distinct from the range available in the UK, Blossom Hill wines sold in Australia will be sourced and made in Australia, with four varietals comprising the initial release – Rosé, the signature variety which is currently experiencing 19% value growth in Australia,<sup>3</sup> as well as Moscato, Sauvignon Blanc, and Shiraz.

TWE's Managing Director for Australia & New Zealand, Angus McPherson, said: "The phenomenal success of Blossom Hill lies in its accessible, uncomplicated, fruity style. This is a style that has strong appeal for the millennial consumer and can help recruit a new generation of wine lovers in Australia. I believe Blossom Hill provides the perfect complement to TWE's existing brand portfolio.

"We know that many people simply want to enjoy their wine, not to debate it or be confused by it. Our research shows that wine shopping can be intimidating; in contrast Blossom Hill is accessible and approachable where taste is the priority.

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<sup>1</sup> Nielsen Scantrack MAT to 30/1/16

<sup>2</sup> Nielsen Scantrack MAT to 30/1/2016 – Blossom Hill Classic White is the #1 white wine by volume & value in the UK, Blossom Hill White Zin is the #1 Rose by volume and value in the UK, Blossom Hill Classic Red is the #2 red wine by value and volume in the UK

<sup>3</sup> Aztec Australian Liquor Weighted, MAT 20/3/16- the Rose wine category is growing by 19%

This has proven to be a winning formula for the brand in the UK, which I am confident we can replicate in Australia,” McPherson said.

The growth of Blossom Hill into a powerhouse brand is due not only to its uncomplicated focus on taste, but also its outstanding social media presence and strategy, with the brand attracting almost 300,000 Facebook followers.

“Blossom Hill has amongst the most loyal social media followings of any wine brand in the world. We will be taking the ingredients of that success to build similar loyalty here in Australia,” McPherson said.

With a RRP of \$12.99, Blossom Hill will be sold through the independent channel across Australia from 16 May 2016, and will be supported by strong marketing and consumer sampling activity.

Australia is the first market where Blossom Hill bottles will feature fresh, new global packaging designs for the brand, which will be introduced in the UK in June and supported by the biggest marketing campaign there in five years.

TWE is looking at opportunities to launch Blossom Hill into other new international markets, with plans to launch the brand in Asia before Chinese New Year 2017.

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For further information, contact:

Carolyn Coon, Senior Corporate Communications Manager, Treasury Wine Estates

T: +61 3 8533 3923 / M: +61 405 183 628 / E: [carolyn.coon@tweglobal.com](mailto:carolyn.coon@tweglobal.com)