



TREASURY
WINE ESTATES

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MEDIA RELEASE

Treasury Wine Estates launches The Stag tier of wines, first major ‘Regional Gems’ Innovation

Treasury Wine Estates Ltd (TWE) today announced the launch of The Stag tier of wines in Australia by historic Victorian winemaker St Huberts, representing the first major innovation under the Company’s Regional Gems strategy.

Showcasing the very best of regional Victorian wine, The Stag Chardonnay and The Stag Shiraz are elegant new wines made in the classic and popular cool climate style, with grapes sourced from winemaking regions across the state.

With a striking label design, the wines celebrate the elegance and grace of the noble Stag, and its connection to St Huberts, one of the first wineries established in Victoria and named in honour of the Patron Saint of the Hunt*. This new tier has been created to strengthen and broaden the appeal of St Huberts to a new generation of consumers - 28-40 year old urban males with reasonable wine knowledge – while still attracting the brand’s older core consumers, thanks to St Huberts’ winemaking credentials.

According to TWE Managing Director for Australia and New Zealand (ANZ), Angus McPherson, The Stag launch is one of the most important innovations for the Regional Gems portfolio this year, and demonstrates the Company’s commitment to focusing on the growth opportunities for these iconic wines from Australia.

“When we announced the Regional Gem Strategy in February, we committed to reinvigorating a number of our treasured regional wines that have strong heritage and winemaking pedigree, but have not yet realised their potential. The Stag launch is a direct result of this strategy and the focus we’ve been able to give this portfolio through a dedicated team,” McPherson said.

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“Premium Chardonnay and Shiraz are clearly popular in Australia, and both categories are in growth**. Through The Stag, we are capitalising on the trend for cool climate style wines. These wines are made in the true St Huberts style, but will appeal to the 28-40 year old male who is keen to understand the wine he is drinking and is looking for modern, yet authentic choices.”

The launch of The Stag will be supported through national marketing activity incorporating in-store collateral and sampling, catalogues, digital and PR.

St Huberts wines including The Stag tier will also feature in TWE's upcoming Vintec promotion. Building on the phenomenal success of the promotion over the past two years, consumers will have the opportunity to access significantly discounted Vintec wine cabinets by purchasing wines from St Huberts, or a number of other TWE brands.

The new Stag Chardonnay and The Stag Shiraz will be available at national and independent retailers across Australia from early July with an RRP of \$19.99.

Editors' Notes

Regional Gems strategy

In February 2016, TWE announced 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, Saltram and St Huberts will follow the trajectory established by TWE's 15 global priority brands; supported by a dedicated team led by Regional Gems General Manager Christian Sim, focused exclusively on maximising the potential of these exciting regional wines.

* Established in 1862, St Huberts was named after the Patron Saint of the Hunt, a 7th Century nobleman who turned his life around after an encounter with a magnificent stag carrying a shining cross between his antlers.

** Shiraz is the largest red wine varietal in Australia growing at 6%, while Chardonnay is growing at 13% in the \$16-20 price tier (Aztec Australian Liquor MAT to 01/05/2016).

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