



**Wolf Blass named as First Official Wine Supplier of Japan's favourite sport –  
Nippon Professional Baseball Organisation**

Wolf Blass was announced today as the first ever official wine supplier of the Nippon Professional Baseball Organisation – a sport that welcomed more than 24 million attendees to live baseball matches throughout the 2015 season.

Through this multi-platform partnership, Wolf Blass will showcase their extensive portfolio to the NPB's broad and passionate base of baseball fans in Japan throughout the seasonal game series, award ceremonies and NPB fan events.

Sponsoring the NPB in Japan further solidifies Wolf Blass' link to sport around the world including the NBA in Greater China plus AFL and NRL in Australia.

Wolf Blass will celebrate the spirit of baseball by working with the NPB on unique in-store retail promotions during key seasonal holidays and wine drinking occasions for the Wolf Blass brand beginning this April. This will include Wolf Blass and NPB branded wines, consumer tastings, gifts with purchase, and ticket giveaways to NPB games.

During the 2016 All Star Game series, Wolf Blass will have sponsorship rights in the homerun derby and engage fans with exclusive wine tastings during some of the most exciting moments in baseball of the year.

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“Wolf Blass embodies the passionate pursuit of triumph and we are thrilled to be involved with Japan’s favorite sport. As the official wine supplier of the NPB, Wolf Blass will have the opportunity to introduce our award-winning wines to a broad base of baseball fans and wine consumers across Japan,” said Simon Marton, Treasury Wine Estates Chief Marketing Officer.

“As one of the most highly awarded wine brands in the world, a relentless pursuit of quality is at the core of the Wolf Blass winemaking philosophy,” said Chris Hatcher, Wolf Blass Chief Winemaker. This competitive spirit is something that our founder Wolfgang Blass himself is a strong believer of, and something we’re thrilled to share with NPB fans across Japan.”

As the official wine supplier of the NPB, Wolf Blass will have access to one of the most passionate and highly engaged base of baseball fans in the world. With more than 24 million attendees at live games during the 2015 season as well as millions of followers across its growing social media presence, the NPB provides an unprecedented platform for Japanese consumers to engage with Wolf Blass wines and share in the spirit of the chase for success.

Wolf Blass wines are available throughout Japan via the Mitsubishi Shokuhin wholesale network.

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