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**MEDIA RELEASE**

## **Maison de Grand Esprit gains early momentum in North Asia**

Maison de Grand Esprit, the new French wine portfolio from Treasury Wine Estates (TWE) has been met with outstanding demand from customers and consumers in the China market only weeks after its launch in North Asia.

The offering, which includes several tiers of luxury wines across red, white and sparkling categories, has earned early industry acclaim acknowledging the superior quality of the wine. This recognition includes the following scores from respected wine critic James Suckling:

- 93 points for Maison de Grand Esprit La Mystériale Châteauneuf-du-Pape 2015
- 92 points for Maison de Grand Esprit Saint-Estèphe 2015
- 92 points for Maison de Grand Esprit La Mystériale Lussac Saint-Emilion 2015

The range also earned a collection of double gold, gold and silver medals at the prestigious China Wine & Spirits Awards 2017, helping cement the brand's position as an authentic luxury French wine offering amongst Chinese consumers.

“Early sales and distribution of Maison de Grand Esprit have been incredibly strong, and we have outstanding marketing plans in place to continue this momentum,” TWE North Asia Managing Director, Peter Dixon said.

“Just as we have done with Penfolds across Asia, we are building the luxury credentials of Maison de Grand Esprit with our customers and consumers, and driving scarcity in the market. This brand will also play an important role in the execution of TWE's 90+ points club across all of our channels, including e-commerce, retail, global travel retail and on-premise.”

Announced in June this year, Maison de Grand Esprit offers the best of France's most well-known winemaking regions, including Bordeaux, Burgundy, Rhone and Provence all under the one brand. It breaks the mould of traditional French houses that focus on a single sub-region and are anchored to a physical location.

The French portfolio will complement TWE's other country-of-origin portfolios, including its highly successful Penfolds, Australian and American portfolios.

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