

# T'GALLANT

PRESS RELEASE – FOR IMMEDIATE RELEASE

March 2017

## New-look T'Gallant brought to life in stylish range



Australian Pinot Grigio pioneer T'Gallant has launched a new range of fresh, approachable, food-friendly table wines. Popping out on shelf with vibrant abstract artworks by Melbourne artist Sarah Kelk on the labels, the new **T'Gallant range** is available now to order in four varietals - Pinot Grigio, Rosé, Moscato, and the red blend Tempranillo Graciano Shiraz.

All growing varietals in Australia, the wines tap into the opportunity to engage consumers aged 25 to 35 years in the wine category.

T'Gallant Marketing Manager Marc Heine said that when these consumers drink wine, it is mostly during casual get-togethers and celebrations with friends. "They are very social beings who like to be in touch with the latest restaurants and foodie trends. They are looking for quality beverages that are approachable and allow them to express their individuality and sense of style to their friends, and we believe we have the perfect offering for them in our new range of Victorian wines," he said.

Pinot Grigio is Australia's fastest growing white wine, growing by 17 percent<sup>1</sup>. The new **T'Gallant Pinot Grigio 2016** has aromas of nashi pears and passionfruit complemented by citrus and pear flavours. It has been made to pair well with light Italian-style dishes such as antipasto platters and grilled fish.

Also experiencing huge growth in Australia is Rosé, which has grown 42% in the past year<sup>2</sup>. Dry in style, the **T'Gallant Rosé 2016** is crisp and refreshing with aromas of strawberry, watermelon and sweet spice with vibrant summer fruit flavours. Cured meats and oily fish such as salmon and trout make a great complement to this wine.

Sweeter in style white Moscato is growing steadily by 2%, with wines in the \$12-\$16 segment growing by 10%<sup>3</sup>. **T'Gallant Moscato** is a still wine full of ripe musk and tropical notes with a zesty, lightly spritzed finish. It pairs well with sweeter dishes such as macarons and apple crumble.

When it comes to lighter in style reds, Tempranillo blends are experiencing 30% growth<sup>4</sup>. The **T'Gallant Tempranillo Graciano Shiraz 2016** is an unusual blend that is a great alternative to Pinot Noir. This supple wine has aromas of black fruits and spice, married with dark berry flavours - the perfect match for lasagne and wood-fired pizza.

<sup>1</sup> Total Bottled Pinot Grigio value growth, Aztec Scan Data MAT to 5/03/2017

<sup>2</sup> Total Bottled Rose value growth in Australia, Aztec Scan Data MAT to 5/03/2017

<sup>3</sup> Total Bottled White Moscato value growth, Aztec Scan Data MAT to 5/03/2017

<sup>4</sup> Total Bottled Tempranillo Blends value growth, Aztec Scan Data MAT to 5/03/2017

There has been a lot going on at T’Gallant recently, with the brand unveiling a fresh new look and positioning in December 2016 with the tagline “Free to Be” - a nod to the winery’s role in championing Pinot Grigio in Australia in the 1990s. To bring the T’Gallant essence to life, Melbourne artist and designer Sarah Kelk – founder of design brand Hello Polly - was commissioned to create four artworks for the labels of the new T’Gallant range.

The four new wines will make their public debut from 31 March to 2 April at the Melbourne Food and Wine Festival alongside the T’Gallant sparkling range released in December last year. T’Gallant is hosting a pop-up bar as part of the **Crown Live Pizza Festival** located on the Crown Riverwalk, merging pizza from Gradi with live music, masterclasses and entertainment, and of course food-friendly wine.

The new T’Gallant still range is available now to order from Treasury Wine Estates at RRP \$18.99. Contact your local representative on 134 893 for more information

[www.tgallant.com.au](http://www.tgallant.com.au)

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