



## TREASURY WINE ESTATES

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MEDIA RELEASE

### **Treasury Wine Estates Appoints Independent Liquor New Zealand as sole distributor for its wine portfolio in the New Zealand market**

Treasury Wine Estates (TWE) today announced it has appointed Independent Liquor New Zealand (ILNZ) as sole distributor for its portfolio of leading wine brands in New Zealand including Matua, Wolf Blass, Penfolds, Shingle Peak, Fickle Mistress and Squealing Pig.

Effective 28 August 2017, ILNZ will take on the sales, marketing and distribution of TWE's wine brands for all customers across the country. ILNZ, a member of the Asahi Beverages group of companies has more than three decades of local industry presence, and will deliver greater scale and reach for TWE's portfolio of wines.

At the same time, TWE New Zealand will transfer management of the marketing, sales and distribution of the beer portfolio it currently represents, and which is owned by Asahi to ILNZ. And effective 28 August 2017, TWE New Zealand will also transfer management of the marketing, sales and distribution of the Carlton & United Breweries beer and cider portfolio owned by Anheuser-Busch InBev (ABI) to a new distributor that is yet to be announced.

With demand for New Zealand wine growing in export markets, TWE will continue to focus on production of its premium New Zealand wine brands at the Matua Marlborough Winery, which in recent years has benefited from investments to increase crush capacity at the facility. Matua is one of the Company's global priority brands, with strong exports to markets including the US, Canada and Australia, where there is increasing demand for varietals such as Sauvignon Blanc.

The changes announced today allow TWE New Zealand to focus more on its core wine business, and are in line with TWE's ongoing focus of optimising its route to market in every region as it continues its journey of 'fixing, growing and accelerating' every part of the business.

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“We have a very clear vision of being the world’s most celebrated wine company. These changes will allow us to focus more single-mindedly on our wine portfolio, with greater reach and scale delivered in the New Zealand market through our partnership with ILNZ. At the same time, we will continue to focus on our premium wine production in New Zealand in support of our growth ambitions,” said TWE Managing Director, Australia & New Zealand, Angus McPherson.

Asahi Beverages Chief Commercial Officer, Alcohol Australia & New Zealand, Scott Hadley said: “We are thrilled to add this premium selection of wines to our portfolio. The addition of such great brands complements our existing portfolio and means that ILNZ can now offer an expanded range of alcohol products to customers, with outstanding brands in most major alcohol categories.”

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### **About Treasury Wine Estates**

Treasury Wine Estates (TWE) is one of the world’s largest wine companies, listed on the Australian Securities Exchange (ASX). The Company has a rich heritage and a portfolio of some of the most recognised and awarded wine brands in the world, including: Penfolds, Wolf Blass, Beaulieu Vineyard, Lindeman’s, Sterling Vineyards, Blossom Hill, Pepperjack, Rawson’s Retreat, Matua, Beringer, Stags’ Leap, 19 Crimes, Gabbiano, Chateau St. Jean and Wynns Coonawarra Estate. TWE is focused on portfolio premiumisation and brand-led marketing, with world-class production facilities in internationally recognised wine regions. The Company sources grapes from a mix of owned, leased and third-party vineyards. Employing approximately 3,500 winemakers, viticulturalists, sales, marketing, distribution and support staff across the globe, TWE’s wine is sold in more than 100 countries around the world.

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