



TREASURY WINE ESTATES

26 June 2017

MEDIA RELEASE

Treasury Wine Estates harnesses the power of storytelling through new brand for millennials, Samuel Wynn & Co

Treasury Wine Estates (TWE) today announced the launch of Samuel Wynn & Co, a major new innovation developed with authentic storytelling at the brand's heart, to strengthen engagement with millennials and drive category growth.

Part of TWE's Masstige portfolio, the new range is inspired by the adventurous spirit of Australian industry pioneer, Samuel Wynn. The brand has been created to capture the attention of millennial consumers with bold creative, an angular, whisky-like bottle to drive shelf presence and approachable styles of leading wine varieties, 'The Man From Nowhere' Shiraz and the 'Last Rites' Cabernet Sauvignon.

This new brand builds on momentum gained through recent TWE innovations that challenge wine tradition, including 19 Crimes Cabernet Sauvignon, which was the top performing New Product Development in wine in 2016, 19 Crimes Red Blend, which reached number two and St Huberts The Stag Shiraz, which came in at number five.¹

TWE's Managing Director for Australia & New Zealand, Angus McPherson, said the Company is continually focused on finding opportunities to bring new consumers into the category: "When we launched Gentleman's Collection a few years ago, this was the first range of wines we specifically targeted to millennials, a group that under-indexed in wine at the time. Since then, we've focused on developing brand-led innovations and have seen the millennial segment take over baby boomers in wine consumption. They now represent one of our most important consumer segments."²

"The key to maintaining momentum with millennials is to think beyond traditional wine norms and make wine engaging and enjoyable. It's simplistic to think that there's a 'one-size-fits-all' approach to millennials and we will continue to innovate in order to drive category and business growth," McPherson said.

¹ Aztec Scan Data Australian Liquor Unweighted Year 2016

² Wine Intelligence Brand Tracking 2017

Samuel Wynn & Co wines are produced through a multi-regional sourcing model, which allows for flexibility in sourcing to meet future demand. This is also in line with Samuel Wynn's own philosophy; in his early career, Wynn was a travelling wine merchant who played a key role in establishing the Melbourne wine scene in the early 20th Century and explored new territories of sourcing, selecting and celebrating wines throughout his industry career.

The first wines to be launched in Australia under Samuel Wynn & Co will be 'The Man From Nowhere' Shiraz 2016 (RRP: \$18.99) and the 'Last Rites' Cabernet Sauvignon 2016 (RRP: \$18.99), which will be available in leading national and independent retailers from late June 2017. Both varietals have been selected for their popularity and growth: Shiraz remains the number one red varietal in Australia, growing by 10%, while Cabernet Sauvignon has grown 8% in the past year by value.³

Samuel Wynn & Co reinforces TWE's commitment to building scalable brands that can be leveraged across multiple markets. In Australia, this will be one of TWE's key F18 launches and will be supported by strong marketing investment across outdoor, in-store, social and digital channels, as well as a consumer promotion in October. TWE has plans to extend the reach of Samuel Wynn & Co to the US and Asia in early 2018.

For further information, contact:

Carolyn Coon, Corporate Communications Director

Tel: +61 3 8533 3923

Mob: +61 405 183 628

Email: carolyn.coon@tweglobal.com

Justine Porter-Rebien, Corporate Communications Manager

Tel: +61 3 8533 3838

Mob: +61 438 545 383

Email: justine.porter-rebien@tweglobal.com

³ Aztec Australia Liquor Unweighted data MAT to 16/4/17