



TREASURY WINE ESTATES

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MEDIA RELEASE

Treasury Wine Estates expands wine occasions with new brand A'tivo – a refreshing 'aperitif' with a twist

Treasury Wine Estates (TWE) today announced the launch of A'tivo, a refreshing new Australian 'aperitif' that is created to be enjoyed over ice. A'tivo is designed to drive category growth, by providing lightly spritzed varietals that are ideal for capturing opportunities when consumers seek refreshment.

A'tivo is far from a traditional wine style and debuts with two lightly spritzed varietals - Spritzed White with a twist of lime and Spritzed Rosé with a twist of raspberry – which will be available in time for summer from November 2017.

According to TWE Managing Director for Australia & New Zealand, Angus McPherson, A'tivo was designed to expand wine occasions. "Our research tells us that consumers are looking for refreshment in 30% of their drinking occasions¹, but in these situations traditional wine styles aren't a popular choice. A'tivo is a wine category disruptor – we are giving wine products a place where beer, cider, aperitifs and cocktails usually feature," he said.

"A'tivo has been made with the consumer front of mind - it gives people a refreshing style, with flavours and packaging that is on-trend, and flexibility – this is not about tradition or rules. By opening up new occasions, A'tivo complements other offerings in TWE's Masstige portfolio."

Targeted at millennials for relaxed, social occasions, TWE will capitalise on opportunities through Spring Racing. A'tivo will be launched at the new A'tivo Bar in The Park precinct at Melbourne Cup Carnival, Flemington, from 4 - 11 November 2017. Visitors will be able to taste the new varietals and enjoy 'A'tivo Hour', a VIP experience that reinforces the aperitif occasion for which A'tivo is perfectly suited.

The launch of A'tivo will be supported by brand visibility in retail stores and through on-premise activations, as well as influencer engagement, social media and digital content.

¹ Treasury Wine Estates Project Revelations consumer study – December 2016

A'tivo is packaged in modern, monochrome bottles that will capture attention on shelf. Serving over ice is clearly communicated on the front of the bottle, while 'Sip Tips' are featured on the back to provide additional serving suggestions.

A'tivo Spritzed White with a twist of lime and A'tivo Spritzed Rosé with a twist of raspberry are both Riesling-dominant blends with a gentle spritz to accentuate the fresh fruit flavours. The subtle pink blush of the Rosé comes from a small portion of Red Frontignac added to the blend.

A'tivo Spritzed White with a twist of lime and A'tivo Spritzed Rosé with a twist of raspberry (RRP: \$20.00) will be available from leading liquor retailers across Australia from November 2017.

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