



**TREASURY
WINE ESTATES**

MEDIA RELEASE

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Treasury Wine Estates scoops award pool at Chengdu Food and Drinks Fair in China

Treasury Wine Estates (TWE) has scooped the award pool at the Chengdu Food and Drinks Fair in China, receiving six major awards including Influential Wine Company of the Year, Top 10 Most Influential Wine Person of the Year, China Wine Market Person of the Year, and Top 10 Most Valuable Brand.

Presented at award ceremonies hosted by media and trade partners leading up to the official opening of China's biggest wine fair on 23 March 2017, TWE's Asia team earned the following titles:

- "Influential Wine Company of the Year" awarded to TWE by Wine Forum in China and China Sugar and Alcohol Weekly, the official media partner of the Chengdu Wine Fair;
- "Top 10 Most Influential Wine Person of the Year" awarded to TWE General Manager, North Asia, Peter Dixon by leading online publication Wine Business Observer;
- "The Annual Best Cooperation Brands" and "Best Strategic Partner," both awarded to TWE from China's largest ecommerce retailer, JD.com;
- "Top 10 Most Valuable Brand" awarded to Penfolds by Wine Business Observer; and
- "China Wine Market Person of the Year" awarded to TWE Managing Director, Europe & Asia and Chief Sales Officer, Robert Foye by Wine Forum in China and China Sugar and Alcohol Weekly.

In receiving the accolades, Mr Foye said: "These awards are a great testament to the amazing achievements of our team, our commitment to building strong relationships with our partners, and the important contribution TWE makes to the China wine market. We consider this wine fair one of the most important trade events of the year and are honoured to receive this recognition amidst an outstanding line-up of wines and producers."

During the week of Chengdu Wine Fair, TWE is also showcasing its wine portfolio at the Southern Hemisphere exhibition held at the Chengdu Shangri-La Hotel, which provides wine buyers and traders with an opportunity to taste and learn about leading wines from Australia, Chile, South Africa and New Zealand.

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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, Pepperjack, Wynns, Beaulieu Vineyard, Beringer, Wolf Blass, 19 Crimes, Matua, Chateau St Jean, Sterling Vineyards, Gabbiano, Lindeman's, Rawson's Retreat and Blossom Hill. 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, viticulturists, 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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