



## TREASURY WINE ESTATES

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**MEDIA RELEASE**

### **Matua and 19 Crimes Wines Earn Hot Brand Status from *Impact Magazine* Recognizing Double Digit Growth**

Matua's "Chill Check" label and the augmented reality app "Living Wine Labels" featuring 19 Crimes have helped both brands earn "Hot Brand" status for the second consecutive year from Shanken Communications, *Impact Magazine*.

The awards are given each year to wine brands with depletions of more than 250,000 cases in the US, while also growing 15% or more in the previous calendar year, and showing sustained double-digit growth over several years.

According to TWE Chief Marketing Officer Michelle Terry, the awards are strong acknowledgement of the sustained success of Matua and 19 Crimes, two of the fastest growing brands in TWE's portfolio.

"We're thrilled with the recognition we've earned from *Impact Magazine*. Each of these brands integrate interactive technology to bring the labels to life, resonating with the consumer and enhancing their experience. It's a combination of this innovative approach to marketing and the outstanding quality of the wines that's driving this success," TWE Chief Marketing Officer Michelle Terry said.

19 Crimes, which was awarded the *Marketwatch* 2017 Wine Brand of the Year, was the first wine brand to bring augmented reality to wine labels. The Living Wine Label app, which animates characters and elements of the labels, has been downloaded more than a million times, and now also features other TWE brands including, Chateau St. Jean, Gentleman's Collection and the newly introduced Walking Dead and Beringer Bros. wines.

Matua's "Chill Check" label changes color as the Sauvignon Blanc reaches the optimal serving temperature, with various features including a New Zealand Ta Moko, becoming more prominent on the label.

TWE Executive Vice President of Customer and Sales in the US, Andrew O'Brien will be accepting the award at the 75<sup>th</sup> Annual Wine & Spirits Wholesalers of America Convention at Caesars Palace, Las Vegas on 2 May.

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**For further information, contact:**

Brent Dodd, Corporate Communications Manager

Tel: (707) 299-2093

Email: [brent.dodd@tweglobal.com](mailto:brent.dodd@tweglobal.com)

**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 recognized 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 and Rawson's Retreat. TWE is focused on portfolio premiumization and brand-led marketing, with world-class production facilities in internationally recognized wine regions. The Company sources grapes from a mix of owned, leased and third-party vineyards. Employing approximately 3,400 winemakers, viticulturists, sales, marketing, distribution and support staff across the globe, TWE's wine is sold in more than 100 countries around the world. Learn more about Treasury Wine Estates at [www.tweglobal.com](http://www.tweglobal.com)

**About 19 Crimes**

19 crimes turned convicts into colonists. In 18th-century Britain, criminals guilty of at least one of the 19 crimes, were sentenced to live in Australia, rather than death. For the rough-hewn prisoners who made it to shore, a new world awaited. As pioneers in a frontier penal colony, they forged a new country and new lives, brick by brick. Today, 19 Crimes wines celebrate the rebellious spirit of the more than 160,000 exiled men and women, the rule breakers and law defying citizens that forged a new culture and national spirit in Australia. Just like these legendary rogues, 19 Crimes wines are a taste that will live long in infamy. For more information, visit <http://19crimes.com/>.

**About Matua**

Matua began with a vision shared by Bill and Ross Spence - to revolutionise the New Zealand wine industry by making wines with the best fruit from the best vineyards. A philosophy that still stands today. These days, it's hard to separate New Zealand and Sauvignon Blanc, but Matua was the first to put them together, producing New Zealand's first bottle in 1974. Not just about producing great Sauvignon Blanc – Matua is also committed to being world leaders in Pinot Noir and Chardonnay and today it is one of New Zealand's most awarded and internationally acclaimed wineries. For more information, visit <https://www.matua.co.nz/>.