



TREASURY  
WINE ESTATES

5 January 2018

**MEDIA RELEASE**

## **Treasury Wine Estates and Baron Philippe de Rothschild commence distribution partnership in China**

**Shanghai, China, 5<sup>th</sup> January 2018:** Treasury Wine Estates (TWE) and Baron Philippe de Rothschild SA (BPhR) today announced they have debuted their exclusive partnership across Mainland China. TWE now imports and distributes BPhR's range of French and Chilean brands led by Mouton Cadet, the world's most popular Bordeaux wine, and Escudo Rojo, its premium wine brand from Chile.

As part of the company's strategy to further strengthen its leading position in China, and as initially announced to the market on 30 June 2017, TWE will leverage its strong distribution network to drive marketing and sales of BPhR's Mouton Cadet and Escudo Rojo portfolios. The partnership will encompass all major sales and distribution channels operated by TWE across China including wholesale, retail, e-commerce, on-premise, and travel retail.

In close collaboration with BPhR and key strategic customers and partners, TWE will focus on maximising the full market potential of Mouton Cadet and of Escudo Rojo varieties through online and offline consumer marketing and trade programs, as well as leveraging existing marketing platforms such as the Cannes Film Festival and the Ryder Cup, further strengthening leadership and consumer engagement of these brands in the premium wines segment.

The portfolio of Baron Philippe de Rothschild wines under the Mouton Cadet and Escudo Rojo brands to be imported and distributed by TWE in Mainland China is:

- Mouton Cadet
- Mouton Cadet Reserve

*Cont/d....*

- Mouton Cadet Select
- Escudo Rojo Blend
- Escudo Rojo Cabernet Sauvignon
- Escudo Rojo Carménère
- Escudo Rojo Chardonnay

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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 highly regarded 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, viticulturalists, sales, marketing, distribution and support staff across the globe, TWE's wine is sold in more than 100 countries around the world. For more information, go to [www.tweglobal.com](http://www.tweglobal.com).

### **About Baron Philippe de Rothschild SA**

Since 1933, the family-owned company Baron Philippe de Rothschild SA, located in the heart of the Pauillac vineyard, has been motivated by a constant ambition: to make the world's finest wines, each in its own category. That applies both to the châteaux wines for which it is responsible - the renowned Château Mouton Rothschild, a First Growth, Château Clerc Milon and Château d'Armailhac - and to its branded wines, including the famous Mouton Cadet, the world's best-selling Bordeaux wine. Baron Philippe de Rothschild's expertise and excellence are also to be found in the Pays d'Oc with Domaine de Baronarques, in California with Opus One, and in Chile with Almaviva. The company also produces branded wines at the Baron Philippe de Rothschild Maipo Chile bodega. For more information go to [www.bpdr.com](http://www.bpdr.com).

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