



TREASURY
WINE ESTATES

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MEDIA RELEASE

Treasury Wine Estates officially welcomes Beenak Vineyard with Smoking Ceremony

Treasury Wine Estates (TWE) officially welcomed Beenak Vineyard as the newest member of its Victorian Yarra Valley vineyard portfolio yesterday with a Smoking Ceremony performed by Woiwurrung Elder and Cultural Heritage Officer for the Wurundjeri Tribe Land Council Uncle Perry Wandin. Born and bred in Healesville and representing the Wandin family at the event, Uncle Perry described the cultural significance of the Yarra Valley region and the recent discovery of historical artefacts in the Warburton and Reefton areas reflecting the rich local history of generations of First Nations People.

The 55-hectare property joins the company's other Yarra Valley vineyards at Coldstream Hills, Gladysdale, Briarston, and Deer Farm. It also complements the recently re-launched Hubert Estate, developed in partnership with Ryan Hospitality Group and designed by Cera Stribley Architecture and Interior Design. Planted in 1988 and featuring significant plantings of cool-climate varieties including Pinot Noir and Chardonnay, the Beenak Vineyard site also includes a dam and 71-megalitre water entitlement.

Treasury Wine Estates General Manager for Viticulture in Australia and New Zealand Anthony Catanzariti said it was important to mark the transition to new ownership by acknowledging the traditional custodians of the site. Speaking at the event, Mr Catanzariti said "Sense of place is such an important part of winemaking, and we look forward to incorporating the premium grapes from Beenak Vineyard into our award-winning Coldstream Hills wines overseen by winemakers Andrew Fleming and Greg Jarratt. Boosting our production capacity for these cool-climate varieties will help us meet consumer demand, with Pinot Noir and Chardonnay becoming increasingly popular in recent years – we're excited about the characteristics that will emerge from the plantings across the site's undulating hills."

Speaking after the Smoking Ceremony, Vineyard Manager Gina Knight said "We're fortunate to have such an experienced and passionate vineyard and winemaking team here in the Yarra Valley, and with this strategic addition to our portfolio it will help cement our position as an important contributor to the region's future for Victoria's renowned cool-climate wines, and the local and international tourism they bring."

Acknowledging the importance of honouring the traditional custodians of the land on which the wine producer operates, TWE recently announced the formation of a Reconciliation Action Plan working group led by executive sponsors Kerrin Petty, Chief Supply Officer, and Katie Hodgson, Chief People Officer. The cross-functional employee reference group is spearheading the development of the company's first Reconciliation Action Plan.

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Images

Hubert Estate, Smoking Ceremony and Winemaker Greg Jarratt available for download:

<https://www.dropbox.com/t/D4mGwDnnzeKadfil>



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About Treasury Wine Estates

Treasury Wine Estates (TWE) is one of the world's leading premium wine companies, employing 2,500 talented people across the world, with wine sold in more than 70 countries around the world. TWE owns world-class wine production and packaging facilities in Australia (primarily in South Australia and Victoria), Marlborough in New Zealand, the North and Central Coast regions of California as well as in France and Italy. With a portfolio of outstanding wine brands, prized viticultural assets and world-class production facilities, TWE's commitment to delivering shareholder value is underpinned by its passion for crafting, marketing and selling quality wine through building sustainable partnerships with customers and other industry partners, globally.

Media

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