



For immediate release

February 2016

Wolf Blass 2016 Luxury Collection launches 3 March

Honouring the Wolf Blass values of quality, character and consistency first set down in 1966, this outstanding Luxury Collection offers a portfolio of wines that reflect skill, passion and dedicated craftsmanship.

In 2016 Wolf Blass wines proudly showcase the 40th vintage release of Black Label and celebrate its iconic status as a benchmark of Australian winemaking excellence.

Wolf Blass Chief Winemaker, Chris Hatcher, says:

"The 2016 Luxury Collection represents Australian winemaking at its very best, with the passion, creativity and dedication of our viticulture and winemaking teams evident in every bottle. 2015 was an exceptional season in the Adelaide Hills and the White Label Chardonnay displays all the hallmarks of this great vintage. Grey Label reds from 2013 are, as always, elegant expressions of their unique terroirs, while our iconic Black Label and Medlands Vineyard Platinum Label Shiraz hail from the outstanding 2012 vintage, a near perfect season in South Australia, well regarded for producing some truly remarkable red wines."

The wines that form part of the 2016 Wolf Blass Luxury Collection are:

White Label Piccadilly Chardonnay 2015 RRP \$33.99

Alc – 13% Acidity 6.43 g/L pH 3.23

The pristine, elegant fruit of the Piccadilly Valley has again delivered a refined, complex Chardonnay truly reflective of the White Label ethos to craft expressive wines of rare distinction.

Grey Label McLaren Vale Shiraz 2013 – RRP \$44.99

Alc – 14.5% Acidity 6.9 g/L pH 3.56

The 2013 Grey Label Shiraz effortlessly delivers on the promise of the bright, opulent fruit synonymous with McLaren Vale. Its plush complexity impeccably highlights the hallmarks of Wolf Blass power and elegance.

Grey Label Langhorne Creek Cabernet Shiraz 2013 RRP \$44.99

Alc – 14.5% Acidity 6.9 g/L pH 3.49

Rich, distinctive Langhorne Creek character is flawlessly expressed in the 2013 Grey Label Cabernet Shiraz. Undeniably contemporary yet evocative of Wolf's original 1967 blend, this wine boasts definitive Wolf Blass style.

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Black Label Cabernet Shiraz Malbec 2012 – RRP \$129.99

Alc – 14.5% Acidity 6.9 g/L pH 3.55

The inspired masterstroke that has been fundamental to perfecting 40 remarkable vintages of Black Label is the artful blending of the year's finest fruit, giving rise to a wine greater than the sum of its parts. True to style, the 2012 vintage is a sophisticated, multi-layered wine with a complex composition of intense fruit and magnificent structure.

“My connection and fascination with Black Label dates back to the 1976 Royal Melbourne Wine Show when it won the Jimmy Watson Trophy for a third consecutive year, a feat no other wine has ever achieved. Melbourne was my first wine show and little did I know then, that I would work for Wolf Blass for more than twenty-eight years, twenty as Chief Winemaker, and we would win a fourth “Jimmy” with the 1998 vintage.”

- Chris Hatcher, Chief Winemaker

Medlands Vineyard Platinum Label Shiraz 2012 – RRP \$199.99

Alc – 14% Acidity 7.2 g/L pH 3.57

The distinctive Medlands terroir is uniquely expressed in this exceptional Shiraz. The 2012 vintage reinforces Platinum Label's hallmark intensity and purity of fruit, with characteristic structural elegance, definitive line and flawless balance.

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For more information or to request imagery, additional samples or winemaker comment please contact Rebecca Appleton, Wolf Blass Global PR Manager on 03 8533 3959 or Rebecca.Appleton@tweglobal.com