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MEDIA RELEASE

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## Celebrating 75 Years of Wolfgang Blass AM and the latest release of Wolf Blass Super Premium Wines

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The 2009 launch of Wolf Blass super premium wines mark a series of milestones for Wolf Blass, celebrating founder Wolfgang Blass AM's 75<sup>th</sup> Birthday plus the recent honouring as International Red Winemaker of the Year at the 2008 International Wine Challenge (IWC) in London.

Hailed the "Golden Boy" of the Australian wine industry, Wolfgang Franz Otto Blass AM (Wolf) is known globally for his revolutionary winemaking and marketing practices, including in positioning Wolf Blass on the wine map as four time winner of Australia's most prestigious wine award - The Jimmy Watson Trophy for the Wolf Blass Black Label blend in 1974, 1975, 1976 and later in 1999. Today Wolf remains an international ambassador for the brand and Chairman of the Wolf Blass Foundation.

The original philosophy of Wolf Blass and the brand's ongoing commitment to 'quality, character and consistency', remains preserved under the leadership of Chief Winemaker Chris Hatcher. In describing the latest super premium wines, Chris believes this is one of the strongest collections of wines released under the label.

Sourced from low yielding vineyards in the Barossa Valley, Langhorne Creek and McLaren Vale, the **2005 Black Label Cabernet Sauvignon Shiraz** represents the heart and soul of the Wolf Blass portfolio.

Chris regards the latest release of Black Label as an exceptional wine, with a superb concentration of fruit flavours and great cellaring ability: "The outstanding succession of six Gold medals for the 2005 Black Label, including a recent Gold at the 2009 Sydney Royal Wine Show is a testament to the passion and hard work of the entire Wolf Blass winemaking team and our ability to source the best parcels of fruit from multiple regions across South Australia."

Crafted exclusively from Barossa Shiraz, the **2006 Wolf Blass Platinum Label Shiraz** epitomises the best of the variety, vineyard and vintage. "This is the ninth year of the Platinum Label and its intensity of colour, structure and long, well integrated tannins, is one of the finest releases we have seen. The 2006 vintage was a superior year and the resultant Platinum Label positions itself strongly alongside the pinnacle styles from '98, '02 and '04 vintages," said Chris.

As a pioneer to sourcing of Cabernet Sauvignon from the Langhorne Creek wine region, the **2007 Wolf Blass Grey Label Langhorne Creek Cabernet Sauvignon** this year celebrates 40 years of winemaking history. A beautiful full bodied quintessential Cabernet Sauvignon, the Grey Label showcases the true regional style, with its rich berry aromas, a slight mintiness and great opulent palate structure.

The **2007 Wolf Blass Grey Label McLaren Vale Shiraz** pairs beautifully with the power and elegance of the 2007 Grey Label Cabernet Sauvignon. Lower yields and smaller volumes from the 2007 vintage, enabled the selection of outstanding fruit quality for both wines and the crafting of two beautifully structured styles approachable on release, whilst offering the ability to age gracefully from careful cellaring.

- Ends -

Wolf Blass Wines was established in the Barossa Valley in 1966, grown from humble beginnings to be the number one still bottled wine brand in Australia and a leading wine brand in over 50 international markets including Canada, United Kingdom, Ireland, Hong Kong and New Zealand. Wolf Blass has a tradition of quality, character and consistency from the highly noted Platinum Label, majestic Black Label plus the regionally stylistic Grey Label Cabernet Sauvignon and Shiraz; through to delicate Rieslings and crisp Chardonnays. It is a brand recognised on global scale as the maker of the finest premium wines and an icon of modern winemaking and innovative marketing practices.

\*\* All super premium wines are available nationally and bottled under screwcap to preserve their style and quality.

### **2005 Wolf Blass Black Label Gold Medals**

Gold Medal - 2006 Bendigo Bank Royal Queensland Wine Show, One Year Old Wines, Dry Red – Cabernet Dominant Blends  
Gold Medal - 2007 Royal Adelaide Wine Show, Open Classes – Blended Red Wines, Blends, 2005 and younger, labelled only as Cabernet Sauvignon/Shiraz and Shiraz/Cabernet Sauvignon.

Gold Medal - 2008 Perth Royal Wine Show, Mature Classes – Table Wines, Dry Red Blends (Must be Vintage 2005 or older)

Gold Medal - Great Australian Red 2008, The Mercure Hotel Trophy for the best Cabernet dominant blend

Gold Medal - Red Wine Section - 2008 Wreast Point Royal Hobart International Wine Show, 2006 Vintage and Older, Australian Classic Blend, Class 55

Gold Medal - 2009 Macquarie Group Sydney Royal Wine Show, Class 51 Cabernet Sauvignon or Cabernet Sauvignon blends

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