

Wolf Blass Green Label - premium wine in a new plastic bottle

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As the weather warms up and summer arrives, those planning a visit to an outdoor concert, festival, sports match or barbecue should make sure they pack a bottle of the ultimate al fresco wine. Green Label from Wolf Blass is a premium Australian wine that comes in a revolutionary 750ml PET (Polyethylene Terephthalate) bottle, making it ideal for any outdoor occasion.

Convenient, lightweight and unbreakable the bottles are made from premium plastic and have all the aesthetic qualities of traditional glass, with a screw cap to retain freshness.

Weighing on average just one tenth of a glass wine bottle the PET bottles are visually identical to the untrained eye and contain the same volume of wine. The PET bottle is actually 33 per cent shorter, however, making it easier to carry or store in a refrigerator, cupboard or cool bag.

Erin Kennedy from Wolf Blass comments: "Green Label is the perfect choice for anyone who enjoys taking part in outdoor, informal occasions. Consumers can continue to enjoy the same Wolf Blass quality that they know and trust, but they have the added advantage of a lightweight and unbreakable bottle."

The PET bottle may be unfamiliar, but the wine inside is the same quality Wolf Blass customers would know and love. The Green Label Chardonnay and Green Label Cabernet Shiraz are made from grapes grown in South Australia's premium vineyards, including the Barossa Valley, home of Wolf Blass Winery, and are crafted in a fruit-forward style that is ready to drink. Although lighter in style, Green Label retains the same premium quality you would expect from the winemakers behind the much-trusted and best-selling Yellow Label range.

Wolf Blass Green Label is available at leading supermarkets and independent stores, with an RSP of £7.49.

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Consumer press enquiries:

Julie Doyle/ Adrian Leighton

Publicasity

Tel: 020 7632 2400

Email: wolfblass@publicasity.co.uk

Trade press enquiries:

James Craig-Wood, Senior Manager - Communications, Foster's EMEA;

James.craig-wood@emea.fostersgroup.com

Note to editors:

Foster's EMEA is the United Kingdom and European division of Foster's Group Limited. Foster's EMEA was formed in 2005 when Foster's Group Limited acquired Southcorp Wines and combined it with existing subsidiary Beringer Blass Wine Estates.

Foster's EMEA wines are distributed in more than 32 countries throughout Europe. With its marketing and support staff based in England the company employs around 140 staff through the UK and Europe and sells around 7.5 million 9-litre cases annually.

From its humble beginnings in Australia's legendary Barossa Valley, to its current, state-of-the-art winemaking facility, Wolf Blass has become one of the most recognised and highly acclaimed wineries in Australia. It began when German-born winemaker, Wolf Blass, arrived in the Barossa Valley in 1961 and by 1966 had established his own vineyard, named Bilyara—an aboriginal word for "eaglehawk." Blass won acclaim with his first solo vintage and went on to revolutionise the Australian wine industry with new winemaking techniques. Today, Wolf Blass wines are recognized globally as a producer of premium wines with a tradition of quality, character and consistency. Wolf Blass Winery is owned by Foster's Wine Estates.

Wolf Blass is the 2nd largest Australian brand in the UK and the 5th largest wine brand in the UK market.