



AUSTRALIAN VINTAGE LTD

Awards Success Continues for Australian Vintage

- Winemaker takes centre stage in London -

Multi-award winning wine producer Australian Vintage Limited (AVL) has continued its recent awards success with stand out results at two of the world's premier wine competitions.

Announced overnight at the London International Wine Fair, AVL lead the charge for Australia at the prestigious *International Wine Challenge* (IWC) whilst also taking honours at the equally revered *Decanter World Wine Awards* (DWWA).

At the IWC, AVL received a remarkable seven Gold medals across key brands McGuigan and Nepenthe, more than any other Australian wine producer. As a category, Australia was awarded 69 Gold medals; with AVL responsible for just over 10% of all Gold medals won by Australian wines. The 29th IWC saw 425 Gold medals awarded, with winning wines selected from a record 50 countries.

McGuigan Wines was the standout performer at the IWC, receiving an unprecedented five Gold medals across its premium portfolio including 2010 Shortlist Adelaide Hills Chardonnay; 2005 Shortlist Eden Valley Riesling; 2007 Shortlist Eden Valley Riesling; 2010 Shortlist Eden Valley Riesling and 2004 Bin 9000 Hunter Valley Semillon. Gold medals were also awarded to fortified brand Yaldara for its 20 Year Old Muscat and Adelaide Hills winery Nepenthe for its premium 2010 Ithaca Chardonnay.

AVL's success continued at rival competition DWWA with Adelaide Hills winery Nepenthe being awarded its second trophy in four years for the Best Australian Sauvignon Blanc over £10. The prestigious trophy was awarded to the 2011 Nepenthe Altitude Sauvignon Blanc, whilst Nepenthe also picked up a Gold medal for the 2010 Altitude Shiraz. Only 25 trophies were awarded at the DWWA, chosen from more than 12,000 wines entered.

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Not to be outdone, key brand McGuigan Wines won Gold for its 2007 Shortlist Eden Valley Riesling, capping a memorable day for one of Australia's largest wine producers.

The news marks an extraordinary twelve months for the publicly listed AVL with McGuigan Wines having recently been hailed as the 'world's best winemaker' for the second time in three years by the *International Wine and Spirit Competition* in London. Having already received the same award in 2009, McGuigan Wines was named *International Winemaker of the Year* as well as *Australian Producer of the Year* at the awards ceremony last November.

In addition, McGuigan Wines was recently ranked the *World's 19th Most Admired Wine Brand* by UK trade publication Drinks International, between other premium wine brands Cheval Blanc and Domaine Romanee-Conti, being described as '*one of the most progressive, dynamic, brands coming out of Australia at present*'.

Commenting on the latest award wins, AVL CEO Neil McGuigan said: "Amazing. The last twelve months has been nothing short of sensational – an absolute credit to the hard work, dedication and commitment of our vineyard and winemaking teams in driving quality, consistency and innovation across our business. This ongoing and sustained industry recognition has really vindicated our philosophy of making wine the hero."

McGuigan continues: "Awards such as this bring consumer confidence and trust; an indication that we are a quality producer across the board, from our more price accessible ranges through to a premium positioned wines. From an industry point of view, the awards received by the Australian category at both the IWC and DWWA show that Australian wine remains a force to be reckoned with despite ongoing pressures such as unfavourable exchange rates, increasingly tight margins and continuing global economic uncertainty."

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AVL is the second largest vineyard operator in Australia with over 2,700 hectares under vine in key winemaking regions across Australia. A publicly listed company, AVL crushed 120,000t in 2012 and is active in key export markets including the UK, Ireland, Holland, Denmark, Sweden, Finland, Canada, USA and China.

On the strength of a string of recent international award wins, AVL has grown branded bottle sales across export markets year-on-year. In key export market, the UK, McGuigan Wines has just entered the top ten global wine brands for the first time, and is currently the eighth largest global wine brand by value and the ninth largest by volume, a terrific result considering the brand was ranked 153rd just over seven years ago¹. Unsurprisingly, McGuigan Wines is the fastest growing wine brand in the UK top ten with 32% value growth YOY². The Irish market continues to perform beyond expectations with McGuigan Wines now the second largest global wine brand and rapidly closing in on the number one ranking.

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¹. AC Nielsen MAT 26/11/11.

². AC Nielsen MAT 26/11/11.

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