



**MEDIA RELEASE**

**December 17<sup>th</sup> 2007**

## **Australians see the light**

NEW reduced calorie and reduced alcohol products have taken the Australian wine market by storm as new data reveals that the hottest new products for wine drinkers are lower in alcohol and lower in calories.\*

According to the data, **Yellowglen Jewel Yellow** and **Yellowglen Jewel Pink** sparkling wines which are both 30% lower in calories and 40% lower in alcohol\*\* are the number one and number two products respectively in the "most significant new SKUS" category for the year to date. \*

The data also reveals that new **Lindemans Early Harvest Semillon Sauvignon Blanc**, which contains 30% less alcohol and 30% less calories when compared to other wines\*\*\* is the number one new wine product in the "most significant new SKUS" category for the month of October\*. Lindemans Early Harvest was officially released to consumers on October 1<sup>st</sup> 2007.

The report takes into account all new wine products in Australia, in the total wine segment, (published November 2007, Reporting Period MAT to 31/10/2007).

Lindemans Early Harvest and Yellowglen Jewel are the first still white wine and first sparkling wine respectively to include a nutritional label on the bottle. Both innovations deliver lighter alternatives without compromising on taste or enjoyment.

Fosters Group Marketing Manager, Oliver Horn attributes the results to "developing products that truly speak to the wine consumer who is interested in products that fit with a healthier lifestyle".

"The success of Yellowglen Jewel and Lindemans Early Harvest shows that a respected and trusted wine brand can innovate within its own product portfolio and meet with consumer trends to great success," Horn says.

Accredited Practising Dietitian, Emma Stirling describes the new wines as "Providing another great option for men and women who are concerned about their health".

"This time of year can be tough on Australians who are watching their weight," Emma says. "And the common approach come the New Year is to cut out all 'naughty' food and drinks from the diet".

"A better approach to maintaining a stable and healthy weight is to make healthier habits for life. The key is to switch to better-for-you food and beverage choices, which reduce your daily calorie intake without compromising on taste or enjoyment. "

Lindemans Chief Winemaker, Wayne Falkenberg says making the Early Harvest wines was an enjoyable challenge. "Although we realise consumers are now more careful about how their alcohol consumption fits in with their healthy lifestyles, we were very careful to make sure the drinking experience for Early Harvest was still as enjoyable as any other LINDEMANS wine," he says.

**For more information, please contact Amanda Pritchard, Communications Manager on (03) 8626 3065**

\*Source: Calculation based on data reported by ACNielsen through its ScanTrack Liquor Service for the Wine Category for the MAT period ending 31st October 2007 for the Australian off premise liquor market. (Copyright © 2007, ACNielsen)

\*\*When compared to regular Yellowglen Yellow and Yellowglen Pink

\*\*\*Such as LINDEMANS Reserve Chardonnay