



## The Running of the Bull

Angus the Bull continues its runaway international success with recent distribution coups in both Scotland and New Zealand.

The premium Australian Cabernet Sauvignon is the stand-alone product of the Aberdeen Wine Company. Created by winemaker Hamish MacGowan to partner with meat, the wine has been a hit domestically and internationally, taking the Canadian, US, UK and Australian markets by storm.

The global assault of Angus the Bull continues. Following the Australia Day Tastings in Edinburgh in January 2006 the wine was picked up by Irvine Robertson Wines, a small independent operation with a strong restaurant focus and independent retail coverage across Scotland.

Angus the Bull winemaker and founder Hamish MacGowan is delighted to have tapped into the Scottish market. "If you can't sell wine in Scotland with a brand named Angus the Bull and a winemaker named Hamish MacGowan, then you need to take a serious look at yourself!" says Hamish.

"We have been very keen to activate the wine in the Scottish market for some time and were delighted to be approached by Irvine Robertson Wines, who provide an excellent fit in terms of the way we want to see Angus the Bull positioned in this market."

Angus the Bull Cabernet Sauvignon 2004 is available nationally at all independent fine wine retailers.

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Great films stay with you forever. That's why we're bringing you more memorable cinematic experiences from the world's best filmmakers. Stella Artois Screen, fanatical about film.

## Stella Artois Screen Brings you a World of Film

Stella Artois exceeded 10 million litres in Australia in 2005 for the first time in its history. With carton sales volume up 10.9 per cent from this time last year, strong growth of the brand is set to continue. Aiding this growth will be the launch of Stella Artois Screen - a unique and exciting program to deliver Stella Artois drinkers the ultimate cinematic experience.

Stella Artois Screen is an annual campaign that reflects Stella Artois' premium values through an association with the best of world film. Stella Artois, like its drinkers around the world, loves film.

## Liquid Gold Yellowglen Perle

Western Victoria is historically Australia's first region for sparkling wine. The stunning mountain scenery and rolling vineyards make this a delightful region to visit and today historic wineries like Seppelt Great Western sit alongside modern operations like Yellowglen, ensuring Western Victoria still remains one of the country's most important producers of world class sparkling wines.

2001 Yellowglen Perle is made using the classic Champagne varieties of Pinot Noir, Chardonnay and Pinot Meunier. Perle has all of the rich, brioche characters you would expect. Full flavoured and complex on the palate, the wine is the perfect balance of strength and elegance.

