

## Light Innovation from Lindemans

One of Australia's top selling wine brands offers you two new light and refreshing white wines that are 30 per cent lower in alcohol and calories.

Lindemans is releasing two Early Harvest varietals - Semillon Sauvignon Blanc and Crisp Dry White. Early Harvest will particularly appeal to consumers looking for a white wine lighter in alcohol and calories with 8.5 per cent alc/vol. Ideal to accompany lunch and other social occasions Early Harvest will be a winner this summer.

Australian Olympic swimming gold medallist, world record holder and media personality Giaan Rooney has come on board as the Lindemans Early Harvest ambassador. Giaan will spearhead a PR campaign around the launch of Early Harvest targeting mainstream magazines, newspapers and radio - maximising Early Harvest opportunities in the media sphere.

*For further information please talk to your Foster's representative.*

## Make Your Spring Sparkle

With the sparkling season fast approaching it's important to finetune your sparkling offering in store.

Australia's fastest growing wine segment is sparkling, with value growth well ahead of volume growth compared to other segments of the wine market.

And with half of the year's sparkling sales made between September and January it's important to focus on your sparkling offer.

Foster's offers you Australia's best selling sparkling brands, from clear category leader Yellowglen to top selling import Riccadonna, the highly popular Killawarra, Wolf Blass, Minchinbury, Seaview and Rothbury Estate brands as well as Seppelt's premium brand Salinger and midrange favourite Fleur de Lys.

Consumers have flocked to sweet sparkling brands in the last 12 months. The segment has surged by 20 per cent with Yellowglen Bella, Riccadonna and Killawarra driving growth. The \$19 to \$35 category is also growing strongly as consumers seek premium brands such as Yellowglen Perle, Wolf Blass Gold Label and Seppelt Salinger. The Piccolo package is growing in popularity and provides a convenient single serve. Yellowglen Jewel has established a new category within sparkling. The reduced calories and alcohol content in Jewel appeals to the growing body of consumers looking for a lighter choice.

*Please contact your Foster's Business Development Executive who can help you put together Australia's best sparkling range for your customers.*



## Cougar Bourbon 'Mixes it up'

There is exciting news for Cougar and Cola RTD drinkers this summer with the launch of three new pack formats.

From October 2007, Cougar and Cola RTD cans will be available in 10 and 18-packs providing a broader purchase repertoire for consumers at great prices. These new pack formats capitalise on the growth of multi-pack offers and provide additional promotional opportunities at a great price point.

The Cougar and Cola RTD 10-pack can be ranged in the fridge for immediate consumption and is the perfect party pack, ideal for all summer occasions! The Cougar and Cola RTD 18-pack is great value and allows retailers to trade consumers up from smaller split pack sales. Cougar and Cola will also be available in a limited edition 440ml RTD can for Christmas 2007, giving consumers 17 per cent more Cougar & Cola for Christmas!

*This is a seasonal SKU that will be available from November 2007 until stocks run out.*

