



## Penfolds Recorking an Outstanding Success

Over 230 wine enthusiasts with more than 1000 bottles of Penfolds attended the Melbourne 2008 Penfolds Re-corking Clinic recently.

The clinic offers owners of Penfolds wines aged 15 years and up, the opportunity to have their wines assessed by the Penfolds winemaking team, and, if appropriate, opened, tasted, topped up and re-capsulated on the spot. Wines presented included a 1951 Grange with its original price tag for \$1.85 – now worth nearly \$50,000.

Over the last 17 years more than 90,000 bottles have been inspected by Penfolds winemakers to ensure their prolonged cellar development. This free service is unique to the Penfolds brand.

Delighted wine enthusiasts said: “The day is an incredible experience, an inconceivable ‘after sales service’ gesture unsurpassed, in my experience, by any other Australian company.”

“I was expecting to see about 50 people at booths with one or two bottles of Grange each. I wasn’t expecting to see people getting one on one sessions with the wine makers! No other wine company in the world would offer this kind of after sales service”

## Carlton Draught in the Sky and at the Track

Carlton Draught has launched Australia’s biggest pot glass in the form of a hot air balloon.

The Carlton Draught Balloon was inspired by “Sky Troop”, the latest television commercial in the series that included “The Big Ad” and “Flashbeer”.

The Sky Troop balloon is more than 25 metres high - as tall as a 10-storey apartment block and will travel north to Cairns, and west to Perth. The Carlton Draught Balloon will become a regular fixture around Australia over the next year.



## Lindemans Early Harvest Adds Sparkling and Rosé

Lindemans Early Harvest has added two new wines to its range.

Lindemans Early Harvest 2008 Rosé and Lindemans Early Harvest NV Sparkling Pinot Noir & Chardonnay join the Crisp Dry White and Semillon Sauvignon Blanc launched last October.

Lindemans Early Harvest is a range of wines that are that are on average 30% lighter in alcohol and contain 30% less calories when compared to other wines. Due to strong demand the new vintage 2008 Crisp Dry White is now available with the 2008 Lindemans Early Harvest Semillon Sauvignon Blanc soon to follow.

Accredited Practising Dietitian, Emma Stirling says the new wines provide another great option for men and women concerned about their health: “One of the keys to long-term weight loss is making healthier habits for life. The key is to switch to better-for-you food and beverage choices, which reduce your daily kilojoule (calorie) intake without compromising on taste or enjoyment.”



Back down at ground level the Carlton Draught Plastic Cup is back for 2008, with an obstacle race run down the straight at the 2008 Tattersall’s Cox Plate on October 25.

It’s the richest foot race in Australia with a \$100,001 first prize.

For their chance to run in the race, consumers need to buy a promotional carton of Carlton Draught available from 1 September. The first to cross the line with at least 200mL in their plastic cup wins the prize.

Carlton Draught is Australia’s number one draught beer.