



**PRESS
RELEASE**

WINEMAKER OF THE YEAR MAKES WAY TO MALAYSIA **McGuigan Wines Host an Exclusive Night with James Evers**

KUALA LUMPUR, 14 May 2013: International Winemaker of the Year, McGuigan Wines, celebrates their recent sales success and continues to highlight the importance of the Malaysian market with their upcoming winemaker dinner. Assisting in the ever growing market, Senior Winemaker at McGuigan's Barossa Valley vineyard, James Evers, will host an exclusive event set to solidify the brands place as a market leader as well as show local customers and media their amazing selection of wines.

James shared, "As one of the largest vineyard owners and managers in Australia, we pride ourselves on producing outstanding and innovative wines for both Australian and international wine consumers. Alongside this we ensure that all aspects of our business match these high standards, from quality grape and wine production, our passionate people behind the scenes and our commitment to supporting our trade partners."

The event will see James introduce a wide variety of wines across McGuigans award winning portfolio including a selection of varietals from their Black Label, Signature and Expressions ranges and will also feature the iconic Handmade Shiraz.

McGuigan Black Label

The Black Label range is where the McGuigan legend started over 20 years ago and is the market leader in many regions globally. These wines are well known for their easy drinking style, approachable upfront fruit flavours and wines that offer quality, consistency and value.

McGuigan Signature

The McGuigan Signature range is a reflection of McGuigans proud history and commitment to creating wines of great quality and style. First launched in the UK the range quickly became a favourite amongst consumers worldwide, offering obvious upfront varietal characters, rich fruit flavours and a wine style suited for the everyday drinker.

McGuigan Expressions

As the name suggests these wines are fantastic expressions of fruit. Light, fresh and aromatic styles are the result of our winemakers being given free rein to experiment and produce wines that bring out the best of each varietal and blend.

McGuigan Handmade

This hand crafted, super premium, multi-award winning wine offering classical structure, great length and a velvety tannin finish. This limited edition wine is a beautiful interpretation

of upfront fruit and wine complexity.

With strong growth being seen within the Malaysian market for McGuigan, this activity further signifies the brands intentions to invest and develop a strong trading base. Leveraging this in the future should yield exciting results and potentially produce a range of varietals specifically for this market.

For further information on McGuigan Wines, visit www.mcguiganwines.com.au

----- End -----

This media release has been prepared by Carlsberg Brewery Malaysia Berhad and is for immediate release. For further enquiries, please contact:

Sean Soh	Commercial Manager, Luen Heng F&B Sdn. Bhd.	H/P: 012 – 3260663 sean@luenheng.com
Jude Benjamin	Manager Corporate Communications, Carlsberg Malaysia	D/L: 03 – 5522 6474 jude@carlsberg.com.my