

BEELGARA - A FRESH APPROACH

After three years of significant investment, styling and streamlining, Beelgara is set to fly in 2009.

Early next year, Beelgara will unveil its exciting new look which positions the brand as a leading premium, family-owned Australian winemaker, and reflects the dramatically improved quality and the significant investment in the company's future.

Chief Winemaker, Rod Hooper and Chief Operating Officer, Paul Mann - who have both managed the business throughout the last three years of major redevelopment and are key stakeholders in setting the exciting new direction for Beelgara.

Rod Hooper, whose career started with Penfolds in 1980 and evolved after several vintages in California, France and Germany, is one of Australia's most accomplished winemakers. Having made wine for Goundrey, Leasingham and managed operations for Charles Sturt University Winery, he now heads up a talented winemaking and viticultural team at Beelgara. Rod, mindful of increasingly global competition, was instrumental in the move into this premium space for Beelgara.

Paul Mann has worked for more than 20 years in the Australian Liquor Industry and has been involved with Woolworths's Dan Murphys liquor operations, acquisitions and supply chain management. This, combined with his winery operational background has Paul well positioned to develop Beelgara's sales, marketing and operations functions domestically and internationally.

Beelgara's Managing Director Peter Toohey couldn't be more pleased with the team in charge of taking Beelgara to the next level and is also incredibly proud of the company's judicious capital expenditure and a number of significant technological improvements which have been developed and implemented over the last three years. "These combined factors will deliver quality and efficiencies, resulting in an impressive competitive edge which will coincide with our exciting relaunch early in 2009." Peter said.

Capital investment has included the installation of a Bucher Xpert 450 Air Bag Press which can batch process 100 tonnes of grapes every 4-6 hours, a Must Chiller allowing 10 degrees C of heat to be removed from must significantly improving quality, and the installation of a Micro Oxidation Unit, Flotation unit and new pre-bottling hall were all installed prior to the 2008 vintage and in anticipation of a bumper 2009 vintage, new grape receival bins are being installed. Other goodies which will only further enhance quality, like cross flow filtration will be installed over 2009.

"The fruit of our labour is already coming to light. After a massive investment in our new direction it's great that we have already won a swag of medals that can adorn our new look products in 2009." Peter is speaking of the gold and silver medals Beelgara has recently received for its 2008 wines, including 2 silvers in the prestigious International Wine & Spirit Competition in London, proudly keeping company with the likes of Penley Estate, Killikanoon and Leconfield who also won silvers.

The new look Beelgara will have a truly international appeal, having been developed in conjunction with its distribution partners globally. Formal agreements have recently been signed with distribution partners in the UK and China, and agreements will be finalised for Ireland and Europe in the new year.

Feedback from the market over the last couple of months confirms the price and quality of the wines is outstanding and exceeds that of Australia's toughest export competitors - Chile and Argentina thanks largely to the combination of improved wine quality and the lower Australian dollar. This international support and confidence has further fuelled the energies of this refreshed brand which will, without doubt, be a winery to watch.

For further enquiries please contact:

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