

## Media Release 15th June 2009

### HOMECOMING... BEELGARA IN IRELAND

Beelgara is pleased to announce that it has teamed up with Dunnes Stores in Ireland to take their wines to the Irish consumer.

Beelgara is one of Australia's Top 20 wine producers, with wines widely available in their home market as well as the UK and Asia. The winery was originally built in 1930, but the brand 'Beelgara' was born following the investment of the Toohey family and local growers in 2001.

For the Toohey family in Australia this is a dream come true. Spokesperson, Peter Toohey said: "We are delighted that we are finally sending something back to the old country after four generations. The family originally hailed from County Clare and travelled to Australia in the 1890's, eventually establishing themselves in the liquor business in Sydney. It is with great pride that we are now sending some of the fruits of our labour back to our ancestral home".

"Dunnes Stores is also a proud family business, like ours, and for us to find a partner of this calibre is a reflection on the quality of our wines and the value they offer the consumer", said Toohey.

A spokesperson for Dunnes Stores, Jacinta Delahaye, said it was "...exciting to welcome Beelgara and the Toohey family back home". She looks forward to the Irish consumers enjoying The Vines range of wines, which Dunnes will be stocking and promoting. According to Jacinta, the wines passed Dunnes exhaustive tasting session with flying colours and she feels confident they are well suited for the Irish market.

Beelgara Wines in Dunnes Stores  
2008 Beelgara The Vines Chardonnay Semillon  
2007 Beelgara The Vines Shiraz Cabernet Sauvignon Merlot

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The logo for Beelgara winery is a large, dark red circle. Inside the circle, the word "Beelgara" is written in a white, serif font. The word is positioned in the lower half of the circle, with the letters "B" and "e" being significantly larger than the other letters. The "l" and "g" are also large, and the "a" is the smallest. The overall effect is a bold, classic brand mark.

Beelgara