



In bloom: LINDEMANS® Early Harvest adds new, uniquely lighter styles to existing range*

LINDEMANS® Early Harvest is a uniquely refreshing and lighter style from one of Australia's most respected winemakers*. At least 25% lighter in alcohol and calories, the LINDEMANS® Early Harvest range has been extended to include five new styles as a result of consumer demand for lighter lifestyle alternatives*.

The new varietal additions to the refreshing LINDEMANS® Early Harvest range include a Pink Chardonnay 2009, Shiraz 2009 and NV Sparkling Rosé – all at least 25% lighter in alcohol and calories, while still maintaining full varietal flavour. Additionally, a NV Sparkles and NV Rosé Sparkles are available for purchase in handy, 200ml piccolos.

Perfect for the warmer months starting in spring, LINDEMANS® Early Harvest is uniquely created using selected parcels of flavour ripe grapes that are harvested from naturally early ripening regions of the Murray Valley. The region has a warm climate which usually results in an early harvest. This fruit, coupled with careful winemaking techniques results in a lighter, fresh and crisper style*.

According to LINDEMANS® Chief Winemaker, Wayne Falkenberg, the LINDEMANS® Early Harvest drinking experience is equally as enjoyable as any other LINDEMANS® wine and is a direct response to consumer demand for lighter lifestyle alternatives.

“In making LINDEMANS® Early Harvest, the winemaking team aims to create wines that are lighter in alcohol and calories, while maintaining varietal flavour. Most white wines produced in Australia sit at 12%-14% alcohol volume and red wines at 13-15% alcohol volume (and Rosé somewhere in between). However the LINDEMANS® Early Harvest range sits between 7.5 and 9.0% alcohol volume, which helps create a refreshing, lighter style*.”

The new additions to the LINDEMANS® Early Harvest range have been launched in response to popular consumer demand and feature leading varietal favourites including:

- **LINDEMANS® Early Harvest Pink Chardonnay 2009:** Soft, sunset pink in colour, this wine displays an attractive array of tropical fruit flavours with subtle, spicy notes. Matured with French and American oak, it is of Chardonnay grape variety – with a small component of Shiraz to add a lovely soft sunset refreshing colour. The palate shows peach, melon and citrus fruits with a creamy mid palate leading to a crisp and refreshing finish.
- **LINDEMANS® Early Harvest Shiraz 2009:** The nose shows aromas of cherries, berries, plums and spice. Light to medium bodied with berry, plum and spice flavours leading to a soft tannin, smooth and luscious finish. This wine is matured in stainless steel to retain the fresh fruit focus.

Please include the correct legal by-line with the Pink Chard included – please do not alter this byline or the order of the wines.

*LINDEMANS® Early Harvest 750ml NV Sparkling and Sparkling Rose, Semillon Sauvignon Blanc, Crisp Dry White, Rose and Shiraz, 200ml NV Sparkles and Rose Sparkles wine products are at least 25% lighter in alcohol and calories compared to 750ml LINDEMANS® NV Bin 25 Sparkling, 2008 Reserve Chardonnay, 2008 Bin 35 Rose, 2008 Bin 50 Shiraz and 200ml equivalent of 750ml LINDEMANS® NV Bin 25 Sparkling wine products respectively.

- **LINDEMANS® Early Harvest NV Sparkling Rosé:** Featuring hints of strawberries and cream with a subtle yeast influence, the wine offers a refreshing palate that displays some citrus flavours with subtle creaminess, leading to a light crisp finish. Chardonnay and Pinot Noir grapes went through a cool temperature controlled ferment to retain fresh fruit characters.
- **LINDEMANS® Early Harvest NV Sparkles:** A refreshing palate that displays lemon and lime flavours and a subtle creaminess, leading to a light, crisp finish.
- **LINDEMANS® Early Harvest NV Rosé Sparkles:** Best enjoyed when young and fresh, featuring hints of strawberries and cream and retaining fresh fruit characteristics.

These complement the existing LINDEMANS® Early Harvest range, which include:

- LINDEMANS® Early Harvest Semillon Sauvignon Blanc 2009
- LINDEMANS® Early Harvest Crisp Dry White 2009
- LINDEMANS® Early Harvest Rosé 2009
- LINDEMANS® Early Harvest NV Sparkling

LINDEMANS® Early Harvest wines are best enjoyed when young and fresh and while the serving temperature is all about personal taste, winemakers recommend serving the lighter & refreshing whites, sparkling and Rosé styles chilled, between 4-6 degrees and the Shiraz at room temperature.

The new LINDEMANS® Early Harvest range is available nationally at RRP \$13.99.

- ENDS -

For more information, interviews or product samples please contact:

Melanie Watson: Pulse Communications – 02 8281 3864 / mel@pulsecom.com.au

Please include the correct legal by-line with the Pink Chard included – please do not alter this byline or the order of the wines.

*LINDEMANS® Early Harvest 750ml NV Sparkling and Sparkling Rose, Semillon Sauvignon Blanc, Crisp Dry White, Rose and Shiraz, 200ml NV Sparkles and Rose Sparkles wine products are at least 25% lighter in alcohol and calories compared to 750ml LINDEMANS® NV Bin 25 Sparkling, 2008 Reserve Chardonnay, 2008 Bin 35 Rose, 2008 Bin 50 Shiraz and 200ml equivalent of 750ml LINDEMANS® NV Bin 25 Sparkling wine products respectively.