



Lindemans Early Harvest Garden Challenge a huge hit at this year's Floriade Festival

This year's Floriade Festival was a huge success with thousands of people attending to check out the gorgeous floral displays and fun, family-friendly activities. Featuring more than one million blooms, Floriade was the perfect place to recharge and relax whilst meandering among magnificent garden displays in the heart of Canberra.

During Floriade, the Lindemans Early Harvest Garden Challenge was a crowd favourite, with hundreds of people putting their green thumb to good use and creating stunning floral displays. Choosing from a vast array of flowers and foliage provided by LINDEMANS Early Harvest, lucky weekly winners were rewarded on their individual style and unique floral combination.

Selected by celebrity gardener and LINDEMANS Early Harvest Garden Challenge ambassador Meredith Kirton, these lucky weekly winners are now in the running to win a once-in-a-lifetime gardening opportunity - an all-expenses trip to the Melbourne International Flower & Garden Show, where the overall winner will create the inaugural LINDEMANS Early Harvest Garden stand with Meredith herself.

The biggest annual flower and garden show in the Southern Hemisphere, the Melbourne International Flower & Garden Show is a celebration of Australian lifestyle and our great outdoors. Visitors are encouraged to keep their eyes peeled for LINDEMANS® Early Harvest at this exciting five day event.

From Wednesday 24 to Sunday 28 March 2010, the Melbourne International Flower & Garden Show will return with an explosion of colour and design and once again bring the creativity and passion of Australia's top floral and landscape designers to Melbourne. It's not to be missed!

The LINDEMANS Early Harvest Garden Challenge coincided with the launch of a new range of refreshing styles from LINDEMANS® Early Harvest, including NV Sparkling Rosé, Pink Chardonnay 2009 and Shiraz 2009, that are at least 25 per cent lighter in alcohol and calories*. Perfect for the warmer months starting in spring, LINDEMANS® Early Harvest is a uniquely refreshing and lighter style from one of Australia's most respected winemakers.

*LINDEMANS® Early Harvest 750ml NV Sparkling and Sparkling Rose, 2009 Pink Chardonnay, Semillon Sauvignon Blanc, Crisp Dry White, Rose and Shiraz wine products are at least 25% lighter in alcohol and calories compared to 750ml LINDEMANS® NV Bin 25 Sparkling, 2008 Bin 65 Chardonnay, 2008 Reserve Chardonnay, 2008 Bin 35 Rose, 2008 Bin 50 Shiraz wine products respectively.