



Prime Minister Kevin Rudd top 3 wine date this spring

LINDEMANS® Early Harvest Spring Index shows PM more popular than partners, Nicole Kidman & Rove!

Australians have revealed they favour sharing a glass of wine with **Prime Minister Kevin Rudd** this spring over their own partners, according to the LINDEMANS® Early Harvest Spring Index.

Launched today, the LINDEMANS® Early Harvest Spring Index also shows the nation is looking forward to a lighter lifestyle this spring. This coincides 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*. Additionally, NV Sparkles and NV Rosé Sparkles are available for purchase in handy 200ml piccolos.

The LINDEMANS® Early Harvest Spring Index asked Australians who they would most like to share a glass of wine with during springtime, with the Prime Minister ranking an impressive third overall. Partners fell below par for Aussie women in particular, who ranked their partner a mere 18th in their order of wine date preference, compared with Australian males who placed their partner in their top 5.

Kevin Rudd also managed to beat Australian beauty **Nicole Kidman**, songstress **Delta Goodrem**, and funny man **Rove**. Australia's sports stars fared worse, with ex-cricketer **Shane Warne** the only sportsperson to get into the top 25. Much-loved Australian actor **Hugh Jackman** took the coveted first place spot, and model **Jennifer Hawkins** came a close second.

While the LINDEMANS® Early Harvest Spring Index shows 7 in 10 Australians are looking forward to lighter evenings (76 per cent) and lighter clothes (73 per cent) this spring, only 4 in 10 (45 per cent) hope to give back to Mother Earth by cutting their electricity usage and therefore having a lighter carbon footprint.

LINDEMANS® Brand Manager, Andra Gough says: "The LINDEMANS® Early Harvest Spring Index clearly shows that spring is the time of year when Australians look to shrug off the winter cold and enjoy the better weather, lighter evenings, and sunnier days, to allow them to foster a lighter lifestyle.

In addition to the research findings, LINDEMANS® has taken note of a growing consumer trend for lighter styles of wine. We're thrilled to launch a new range of uniquely lighter wines to the LINDEMANS® Early Harvest family just in time for spring, that are 25 per cent lighter in alcohol and calories*."

The LINDEMANS® Early Harvest Spring Index also shows that traditional spring cleaning is no longer in vogue, with the majority of Australians admitting they will be favouring the outdoors this coming spring. Almost 9 in 10 (86 per cent) say they will get outdoors and another 60 per cent say gardening is on the agenda. This compares to just 31 per cent who are looking to stay indoors to clean their home.

Celebrity gardener, Meredith Kirton, agrees with the LINDEMANS® Early Harvest Spring Index findings: "It's no wonder Australians are choosing to make use of the favourable weather and gorgeous flowers that spring brings, and cultivate and enjoy their gardens. I encourage all Australians to test their budding creativity this spring at the LINDEMANS® Early Harvest Garden Challenge at Floriade – in the nation's capital. There are great prizes up for grabs, including the opportunity to create the inaugural LINDEMANS® Early Harvest Garden with me at the Melbourne International Flower & Garden Show."

- ENDS -

*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.

Notes to the Editor about the LINDEMANS® Early Harvest Spring Index:

- The study was commissioned by LINDEMANS® Early Harvest, and completed by Galaxy Research among 1,272 Australians aged 18 years and over
- The study was completed on 31 July 2009
- **Who Australians most want to enjoy a glass of wine with this spring:**

Name	Overall ranking	Female ranking*	Male ranking*
Hugh Jackman	1	1	2
Jennifer Hawkins	2	16	1
Kevin Rudd	3	2	3
Rove	4	3	6
Nicole Kidman	5	7	7
Partner	6	18	5
Bert Newton	7	6	9
Hamish Blake	8	5	17
John Farnham	9	9	11
Cate Blanchett	10	6	26
Jackie O	11	26	4
Delta Goodrem	12	13	14
Rebecca Gibney	13	8	20
Kerri-Anne Kennerley	14	14	16
Hamish & Andy	15	10	21

* This was an open-ended question and only the top overall 15 have been listed here

- **What Australians personally like about the arrival of spring:**

	ALL	NSW	VIC	QLD	SA	WA	ACT	TAS
Lighter evenings	77	77	83	73	76	70	77	83
Wearing lighter clothes	73	75	71	75	69	71	75	71
Eating lighter foods	55	52	52	56	55	55	52	52
A lighter carbon footprint	45	46	49	39	45	42	46	49
Wearing lighter make up	15	17	16	12	18	9	17	16
None / don't know	4	4	3	6	5	6	4	3

* Figures are shown in percentages

- **What Australians do more often in spring:**

	ALL	NSW	VIC	QLD	SA	WA	ACT	TAS
Spend time outdoors	86	87	87	84	83	89	87	87
Get out in the garden	60	50	70	61	60	66	50	70
Entertain	45	49	43	44	40	42	49	43
Smile	40	39	43	38	40	42	39	43
Cleaning your home	31	32	33	29	33	28	32	33
None / don't know	4	5	4	5	6	4	4	5

* Figures are shown in percentages

Notes to the Editor about the LINDEMANS® Early Harvest Garden Challenge:

WHO: LINDEMANS® Early Harvest Garden Challenge at this year's Floriade flower festival

WHAT: Opportunity to win a once-in-a-lifetime experience with celebrity gardener Meredith Kirton

WHEN: Floriade runs from Saturday 12 September – Sunday 11 October 2009

TIME: The LINDEMANS® Early Harvest Garden Challenge is open every weekend and public holiday of the festival from 10.00am – 4.30pm

The LINDEMANS® Early Harvest Cellar Door at the Lotus Lounge is open everyday of the festival from 9.00am – 6.00pm, with wine tastings of the new LINDEMANS® Early Harvest range taking place from 11.00am – 5.00pm and during Nightfest 6.30pm – 10.30pm 23 – 27 September

WHERE: Commonwealth Park, Canberra

For more information go to www.lindemansearlyharvest.com.au from Monday 31st of August

For more information or to arrange an interview with a LINDEMANS® Early Harvest spokesperson or Meredith Kirton, please contact:

Melanie Watson, Pulse Communications: (02) 8281 3864 / 0401 283 545 / mel@pulsecom.com.au

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