

# Triathlon Red Blend



Australian Ultra Premium \$15 - \$19.99 RED BLENDS **UP 18% in value**

\*IRI QTR July 10 2016

## KEY SELLING POINTS

- Barossa debossed bottle, tactile, unique, a talking point and easy recall
- Name is appealing and refers to the three disciplines required to make wine.
  - Growing
  - Winemaking
  - Blending
- Like a triathlete –
  - Substance
  - Strength
  - Staying Power
- This wine is all rounded with 3 great varieties : Merlot 35%, Grenache 35%, Petit Verdot 35% are
  - Vibrant Colour
  - Voluptuous Weight
  - Generous flavour
  - A Chateau serious wine
  - 8 gms RS



## TASTING NOTE

Grenache brings ripe red fruits plus a hint of pepper and spice, Petit Verdot aromas of violets and mid-palate weight with Merlot adding intense, plum and blackberry flavours and lush, velvety tannins.

# Matthews Road Cabernet Sauvignon



Australian Ultra Premium \$15 - \$19.99 CABERNET is **UP 23%** in value

\*IRI QTR July 10 2016

- 70% fruit sourced from the Eden Valley making high quality, fresh and aromatic wines
- Eden valley is like Mount Veeder, higher altitude, longer ripening, cooling night breezes.

## KEY SELLING POINTS

- Barossa debossed bottle, tactile, unique, a talking point and easy recall
- Exceptional value for money
- Generous flavour and ripe fruit character in line with USA not as dry
- Barossa is Napa of Australia

**Specially  
blended for  
USA**

## TASTING NOTES:

Open fermentation of small individual parcels and careful basket pressing have resulted in a full bodied Cabernet Sauvignon. Lifted aromas of black current, plum and violet are supported by dark berry fruits and a hint of vanilla on the palate. The extensive finish is framed by elegant, fine grained tannins from maturation in a combination of new and seasoned French Oak Barrels.