



**SAINT CLAIR**  
FAMILY ESTATE

**MEDIA RELEASE**

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**SAINT CLAIR FAMILY ESTATE SHINE IN ASIA**

Saint Clair Family Estate is recognised as a leading New Zealand wine producer with global wine exports to over 50 worldwide markets including many parts of Asia.

China has become an important growing market with huge potential for Saint Clair Family Estate who started exporting there in 2006 and now exports to all the major cities. Recent show success in China will assist to secure Saint Clair's brand positioning within this rapidly changing and dynamic market.

Shanghai International Wine Challenge has just awarded Saint Clair Family Estate an outstanding three trophies.

TROPHY BEST DRY WHITE WINE AND TROPHY BEST SAUVIGNON BLANC –  
SAINT CLAIR PIONEER BLOCK 3 43 DEGREES SAUVIGNON BLANC 2009

TROPHY BEST CHARDONNAY -  
SAINT CLAIR OMAKA RESERVE CHARDONNAY 2008

Saint Clair is committed to continued growth in the Asian markets, illustrated by close working relationships with good distributors, the provision of a quality product, strong participation in trade shows and consistent winemaker visits to the market.

Hamish Clark, Senior Wine Maker for Saint Clair, who has just returned from Vin Expo in Hong Kong, comments, "It is the quality distribution that is a key essential ingredient to developing any brand in this market. The distributors we work with throughout Asia are quickly becoming Saint Clair brand champions. They are committed to our product and through educating consumers and telling the Saint Clair story, they are continuing to further grow our brand within this challenging market."

Asian markets represent significant opportunity for Saint Clair Family Estate and the recent trophies and gold medals in China, combined with increased presence in a market in its evolution phase, will ensure the family-owned Marlborough wine brand will continue to grow and be successful.

**ENDS**

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