

MEDIA RELEASE  
29 January 2004

## **A new look for Yalumba Barossa - delivering a modern edge to a classic label**

Featuring an illustration of the Barossa Valley by Australian artist, Ben Goss, the new-look label aims to bring some of the colour and personality of the Barossa onto the bottle.

Goss is a Perth born, Sydney-based artist who has exhibited in Melbourne, Sydney and New York. His semi-abstract paintings depict the Barossa landscape including vineyards and surrounding flora and add warmth and a sense of place to the new, more contemporary Yalumba Barossa label. The design also ensures that the cues identified by consumers as key in the wine selection process – region, variety and brand – remain easily identifiable.



Yalumba Barossa wines - Yalumba Barossa Shiraz, Yalumba Barossa Bush Vine Grenache, Yalumba Barossa Cabernet Sauvignon Shiraz, Yalumba Barossa Semillon Sauvignon Blanc, Yalumba Eden Valley Wild Ferment Chardonnay and Yalumba Eden Valley Viognier - are fine wines of distinction reflecting the best of the region.

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