



AUSTRALIAN DISTRIBUTION

26 May 2011

After 17 years of distributing through Samuel Smith & Sons Barossa based Peter Lehmann Wines Limited (PLW) has decided not to renew the distribution contract. Over the years the two companies have enjoyed a very successful relationship and we remain firm friends. However, at the same time the Australian wine market has changed dramatically with the retail chains exerting greater domination.

A distribution deal has been agreed with Four Seasons Fine Wines (FSFW) and it will enable us to better adapt to the changing Australian wine market. PLW will be able to build direct relationships with its major customers and expand its independent and on-premise sales channels.

Transition arrangements are still being finalised and we will advise the trade of the commencement date as soon as it is determined.

PLW General Manager Jeff Bond said: "We're delighted to embark on the next phase of Peter Lehmann Wines' growth with the dynamic and energetic team at Four Seasons Fine Wines. The market is rapidly changing and FSFW offers us a unique opportunity to establish closer ties with specialist retailers and restaurants which will ensure the continued success of the PLW brand."

FSFW is the national distribution arm of the Rathbone Wine Group (RWG) which represents leading producers from Australia's best known wine regions.

RWG CEO Darren Rathbone said: "We believe in the inherent strength of the PLW brand and that the addition of one of the Barossa's best known and most highly awarded producers will complement our existing stable of premium wines."

Both companies share a similar philosophy of how best to deliver premium wine to consumers.

PLW joins an impressive list of brands in FSFW's portfolio which includes highly respected producers in Australia, New Zealand and France.

Additional information is available from:

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