

ESTD HARDYS 1853

MEDIA RELEASE

12 February 2010

MATRIARCH OF WINE DOES IT AGAIN

In the final show of the 2009/10 national wine show circuit, **Hardys Eileen Hardy Chardonnay** has once again shown why it is one of Australia's wine icons.

Last night's Sydney Royal Wine Show dinner saw the 2008 vintage of this acclaimed wine awarded three trophies, including the Macquarie Group Perpetual Trophy for Best Wine of Show.

These trophies add to the already dazzling history of the Eileen Hardy Chardonnay, which includes 6 trophies for Best Chardonnay of Show, 3 trophies for the Best White of Show and 2 trophies for the Best Wine of Show for the last six vintages alone.

Hardys Eileen Hardy Chardonnay was first released in 1986 to honour the matriarch of the Hardy family and granddaughter-in-law of the company's founder, Thomas Hardy. Each vintage the winemakers select only the best parcels of Chardonnay to carry the "Eileen Hardy" label, which has resulted in a staggering 38 trophies and 87 gold medals since its inception, including the latest results.

Hardys winemaker, Paul Lapsley, expressed his pleasure at the Eileen Hardy Chardonnay once again being recognised.

"This reinforces our belief that Chardonnay is indeed the leading white grape variety in Australia."

"Our philosophy in crafting the Eileen Hardy Chardonnay is simple - select only the most amazing viticultural sites and soils in premium cold climate regions, taste and choose the best handpicked parcels of fruit from the best patches, undertake natural ferment and use the highest quality French oak."

"In 2008 we sourced fruit from the premium cool climate regions of Yarra Valley and Tasmania, which have resulted in a Burgundian-style Chardonnay of elegance, finesse and complexity."

"This recognition is credit to our passionate viticultural team with decades of cool climate grape growing experience and the ability and blending expertise of our winemaking team, Tom Newton in particular."

"We believe the Eileen Hardy is a Chardonnay that sets the style trends and defines great cool climate chardonnay, and these awards are great encouragement for our continued pursuit of regional exploration and blending."

In addition, Hardys was awarded the trophy for the Best Red Wine in Aged Vintage Classes for the **Hardys Thomas Hardy Cabernet 2004**. Gold medals were also awarded to the **Eileen Hardy Shiraz 2004** and **2005** as well as the **Heritage Reserve Bin (HRB | D646) Clare Valley/McLaren Vale Shiraz 2008** at the awards dinner last night.

One of Australia's icons, Hardys has a rich heritage spanning more than 150 years and six generations of continuous tradition, experience and innovation. Hardys has amassed in excess of 2,700 awards across its regional wine portfolio and is enjoyed in more than 70 countries around the world.

The Hardys Eileen Hardy Chardonnay 2008 will be released in August / September this year at an RRP of \$70, whilst the Hardys Thomas Hardy Cabernet 2004 is currently available at RRP \$105.

For further information:

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