



A Sparkling New Year at Dan Murphy's

Friday, 30 December 2011: Dan Murphy's is anticipating a 30 per cent increase in sales of French Champagne this week as customers stock up to see in the New Year.

Martin Smith, General Manager of Dan Murphy's, said he expected more New Year's revellers to be enjoying premium sparkling wine than ever before.

"There is no doubt that authentic French Champagne has become more accessible to more Australian consumers over the last couple of years with Dan Murphy's introducing a wide range at unbeatable prices.

"We saw strong demand for Champagne in the lead up to Christmas and we expect record sales again this week as customers get ready for New Year's Eve celebrations.

"Pleasingly, there have also been strong sales of Australian sparkling over this period as consumers have increased their appreciation of the category and realise that it doesn't have to be French to be a good drop.

"To help customers with their sparkling selections, Dan Murphy's has released its "20 Recommended Sparkling Wines" selections. The booklet can be picked up in store or online at www.bit.ly/20Sparkling

"We've also highlighted Prosecco as one style of sparkling that consumers who are in the know are drinking. This sparkling variety is currently very popular in the UK and US markets.

"Authentic Prosecco comes from Italy and Dan Murphy's has some excellent examples in store for under \$20. We also stock some great Australian Prosecco from trusted wineries such as Brown Brothers and Gapsted.

"Backed by our Lowest Liquor Price Guarantee, Dan Murphy's is the destination this holiday season. Nobody beats Dan Murphy's on price or range," Mr Smith said.

For further information contact: Dan Murphy's press office ph 02 8885 1033