

# Dan Murphy's



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GUARANTEE**

## AUSTRALIA'S MOST ROMANTIC SUBURBS AND TOWNS

**12 February 2014:** Romantics seeking a sweetheart to spoil them this Valentine's Day may find themselves extra lucky in love if their perfect match is from one of the most romantic areas in the country.

The most passionate partners in each state have been identified through sales of sparkling wine and Champagne in the lead up to Valentine's Day this year.

### Biggest spenders on Valentine's Day bubbles are:

<b>New South Wales</b>	Alexandria
<b>Queensland</b>	Woolloongabba
<b>Victoria</b>	Brighton
<b>South Australia</b>	Marion
<b>Western Australia</b>	Hyde Park

In the week leading up to Valentine's Day last year, sparkling wine and Champagne sales increased by 18 per cent in comparison to normal trading weeks. Campbell Stott, Head of Merchandise at Dan Murphy's, is expecting to see another rise in sales this year.

"Sparkling wine and Champagne are always popular choices for celebratory events, and Valentine's Day is becoming an increasingly popular day for couples to crack open a bottle of bubbles."

"This year Dan Murphy's is predicting sparkling wine and Champagne sales to rise by 15 per cent compared to 2013 as couples start to replace going out to restaurants on Valentine's Day with cooking up their own romantic feasts, complete with bubbles," he says.

Whilst some Valentine's Day budgets might be small, Dan Murphy's has a range of quality sparkling wines and Champagnes to suit all price points.

Be it a candlelit dinner, a picnic for two or a night on the couch, Dan Murphy's reveals some top bubbles to share this Valentine's Day:



### [Perrier-Jouët Belle Époque Vintage](#)

***Available in-store and online from Dan Murphy's for \$220***

- One of the world's truly elegant Champagnes
- Housed in a striking, hand-painted bottle
- 50% Chardonnay, 45% Pinot Noir and 5% Pinot Meunier
- Personally chosen to be the Champagne poured at the Monaco wedding of HRH Prince Albert II of Monaco and Princess Charlene

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## [Moët & Chandon Brut Impérial Gold Diamond Suit](#)

***Available in-store and online from Dan Murphy's for \$49.30***

- Comes with an elegant isothermal gold suit, keeping the bottle chilled for up to two hours
- Perfect for that special gift and will add a touch of sparkle to any celebration



## [Petaluma Croser Vintage](#)

***Available in-store and online from Dan Murphy's for \$32.99***

- One of the true premium quality sparkling wines produced by Australia
- Sourced from fruit high in the Adelaide Hills, this is the perfect aperitif style sparkling



## [Chandon Brut](#)

***Available in-store and online from Dan Murphy's for \$24.95***

- Classic, well-loved Australian sparkling wine
- Fresh, vibrant and always reliable, Chandon Brut should be enjoyed with seafood or as part of any celebration

**- ENDS -**

**For more information and high-res images please contact:** One Green Bean on (02) 8020 1824 or [jim@onegreenbean.com.au](mailto:jim@onegreenbean.com.au)

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## **About Dan Murphy's**

Since opening its first store in 1952, Dan Murphy's has grown into Australia's leading liquor retail outlet with more than 175 stores. The Dan Murphy's philosophy is to provide customers with the largest range of wines, beers and spirits from both Australia and the rest of the world, at prices guaranteed to be lower than any other liquor retailer. Today, each store carries more than 3,500 products, as well as over 7,500 products available online at [www.danmurphys.com.au](http://www.danmurphys.com.au).

With such a large liquor range, it is the Dan Murphy's staff that makes the shopping experience easy and enjoyable. In each store you'll find a Product Expert and knowledgeable support staff, all selected for their passion, expertise, and commitment to helping customers find the perfect product for every occasion.

Named as 2012 BRW Outstanding Retailer of the Year, Dan Murphy's continues its commitment to innovation and customer service with new product offerings, including its recently launched smartphone app which allows users to snap an image of any bottle label or barcode to read product information, expert reviews, and recommendations.

Dan Murphy's also offers Click & Collect, a convenient service that gives shoppers the opportunity to place orders online and collect from the store of their choice in as little as two hours.