

Dan Murphy's



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THE ROLLING STONES WINE ROCKS INTO DAN MURPHY'S

26 February 2014: Ahead of The Rolling Stones' first Australian tour in almost a decade, Dan Murphy's has teamed with Warburn Estate to unveil The Rolling Stones 50th Anniversary McLaren Vale Shiraz.

Starring a 2012 Shiraz to celebrate 50 years of the iconic band, The Rolling Stones 50th Anniversary wine is available exclusively at Dan Murphy's stores and online at www.danmurphys.com.au.

Produced by leading Australian wine producer Warburn Estate, The Rolling Stones 50th Anniversary wine follows the successful launch of the AC/DC wine.

A true collectors item for Rolling Stones fans, this smooth Shiraz is housed in a striking bottle bearing an iconic tongue and lips logo.

Campbell Stott, Head of Merchandise at Dan Murphy's says: "We're thrilled to offer Dan Murphy's customers the unique opportunity to own a wine that celebrates one of the greatest rock and roll bands in the world."

"The Rolling Stones wine is available nationwide and we're expecting it to fly off the shelves."

Francis Fusca, Executive Director Sales and Marketing at Warburn Estate says: "Lovers of The Rolling Stones will appreciate this exclusive wine. Like the band, it's punchy, bold and leaves an impression fans won't soon forget."

"If people didn't manage to get their hands on tickets to the '14 On Fire' tour they can still enjoy the 50th Anniversary wine of stadium stars."

The Rolling Stones visit Australia from 19 March for their not to be missed tour. The Rolling Stones 50th Anniversary McLaren Vale Shiraz is available from Dan Murphy's stores or online in NSW, VIC, QLD and SA from Thursday, 27 February and in WA from Saturday, 1 March for \$15.70*.

- ENDS -

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

* \$15.70 for a single bottle or \$14.90 per bottle in a half dozen.



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The Rolling Stones 2012 Shiraz tasting notes

Deep ruby red colour. Aromas of dark red fruits dominate, plum, blackcurrant and mulberry with a touch of cedar and spice from gentle oak maturation. Generous ripe fruit flavours fill the mid palate, with hints of dark chocolate supported by full yet soft tannins giving excellent structure and length to this regional wine. Typical of McLaren Vale and Shiraz, this wine offers immediate drinking pleasure, but has the generosity and structure to cellar with confidence.

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.

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.