

## **Brokenwood Wines and Samuel Smith and Son announce new distribution deal**

PRESS RELEASE

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For immediate release

Hunter Valley based Brokenwood Wines P/L has announced that as of February 1<sup>st</sup> 2011 its national distribution will be handled by Samuel Smith and Son.

Brokenwood Wines was established in 1970 and recently celebrated its 40<sup>th</sup> birthday. The winery, founded by James Halliday, John Beeston and Tony Albert, was initially a small-scale affair until a step up in production in 1983 and the appointment of Iain Riggs as Winemaker/Manager. Riggs is now in his 29<sup>th</sup> year with the company. The increased production enabled Brokenwood to start selling into the Sydney market and it joined forces with Rob and Judy Hirst at Tucker and Company in 1985.

Chief Winemaker and Managing Director Iain Riggs said, "Brokenwood is very much indebted to the Hirsts and in recent years Fine Wine Partners in helping Brokenwood and representing Brokenwood in the market place. However, we are very excited about the next stage of Brokenwood's growth and are looking forward to working with the experienced team at Samuel Smith and Son."

Samuel Smith and Son was established in 1923 and is a family-owned wine merchant serving the Australian wine industry with a blue chip portfolio. Brokenwood will be distributed alongside the famous Yalumba brand as well as premium Australian and overseas labels Champagne Pol Roger, Peter Lehmann Wines, Jim Barry, Vasse Felix, Nautilus Estate, Château de Beaucastel and Masi.

Samuel Smith and Son Proprietor/CEO, Robert Hill Smith said of the new agreement, "We have been looking at the Hunter for some time but made a commitment to wait until the right brand was available. Our fit with the Brokenwood team is near perfect and their wine heritage and quality is exceptional. The decision by Brokenwood to appoint Samuel Smith & Son is a feather in our cap and endorses our philosophy of knowledge, service and fun as against pure volume-focussed outcomes. "

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ENDS

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