



Media Release

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BANROCK STATION ONE OF THE WORLD'S MOST POWERFUL WINE BRANDS

Leading eco wine brand, Banrock Station, has been announced one of the world's most powerful wine brands in an annual study of the world's top wine and spirits brands.

UK based brand valuation consultancy, Intangible Business, researched almost 10,000 wine and spirit brands across the globe to produce the 2008 Power 100 list, now in its third year.

Banrock Station Manager, Tony Sharley, said he was thrilled with the ranking of 13th most powerful wine brand in the world, and one of only seven Australian wine brands named in the study.

'It is a great achievement and honour to have Banrock Station so highly rated out of the world's leading wine brands', he said.

'For a comparatively young wine brand, established in 1994, this is an incredible result and a tribute to our entire winemaking, viticultural, environmental, sales and marketing team.'

'It also recognises our commitment to global conservation over the past 14 years, with more than \$AUD5 million contributed to 60 projects around the world.'

The Banrock Station Wine and Wetland Centre is the heart of Banrock Station in South Australia's Riverland region, incorporating internationally accredited wetlands as well as the Banrock Station cellar door and restaurant, focusing on regional produce by Chef Peter Kent.

The Power 100 list is based on the following measures:

- Share of market - volume based measure of market share
- Brand growth - projected growth based on 10 years historical data and future trends
- Price positioning - a measure of a brand's ability to command a premium
- Market scope - number of markets in which the brand has a significant presence
- Brand awareness - a combination of prompted and spontaneous awareness
- Brand relevancy - capacity to relate to the brand and a propensity to purchase
- Brand heritage - a brand's longevity and a measure of how it is embedded in local culture
- Brand perception - loyalty and how close a strong brand image is to a desire for ownership

Banrock Station produces a range of fine Australian wines, including the newly released environmentally friendly Ecomate range and No Preservatives Added (NPA) wines.

Further information on Banrock Station is available at www.banrockstation.com.au.

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