



MEDIA RELEASE: JANUARY 2001

## **A ripe time for a new approach**

Now available in the USA, Logan Wines has faced the challenge of attracting a fresh generation of wine drinkers by combining a radical look for its new Ripe range with wine quality that more than holds its own in the brand's \$12-\$15 price bracket. "What we were seeking was a total package that would appeal to young people just starting their wine adventure yet not alienate more established customers," said winemaker Peter Logan.

"The name 'Ripe' is really simple in one sense, yet it completely encapsulates the message we wanted to put out about these wines – that they have been made from fruit with real generosity of flavor and that their youthful freshness has given them immediate drinkability and appeal.

"We let a top photographer loose in the vineyard and I think the images he has come up with are really quite striking - grapes glinting in the sun, ripe for the picking and turning into delicious, immediately enjoyable wines."

While innovative packaging is an essential part of the Ripe story, considerable attention has been paid to what's in the bottle as well.

"We've gained some quite serious critical acclaim for the wines we've made from chardonnay, shiraz and cabernet sauvignon grown in the rapidly emerging Orange district in Central-Western New South Wales, and for our Clare Valley riesling," said Peter Logan. "When we decided to produce the Ripe range we wanted wines we were proud to put our name to, not a second label to hide behind. I'm sure we've achieved that."



The 1998 Ripe White is made totally from chardonnay grown near Orange and recently won a gold medal at the 1999 New South Wales Small Winemakers Awards. "They're aren't too many Orange chardonnays available in this price bracket - and certainly not wines of this quality," said Peter Logan.

"I love this wine's fresh, up-front varietal fruit flavors, especially those rich, quite distinctive stonefruit characters, and it's an ideal wine for drinking over the next summer. "I also like the supple, yet quite rich flavors in the 1998 Ripe Red, which recently won medals at the 1999 Brisbane and Cowra Wine Shows.



"It's very much in the Rhône Valley style and it has a delightful savory twist which sets it apart from many Australian dry reds."

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