

March 2008

Champagne Lanson - The Most Awarded Champagne in Australia

Champagne Lanson Gold Label 1996 has triumphed once again at this year's Sydney International Wine Competition, winning the trophy for Best Sparkling Wine for the third time in five years.

This win builds on Champagne Lanson's already impressive track record at the show, with its Champagnes making it into the judges Top 100 wines every year for the last decade. Previous wins include Best Non-Australian Wine of the competition and two time winner of the trophy for Reserve Champion, awarded to the runner up to Best Wine in show.

Richard Goodman, Australian General Manager, who was in attendance to receive the award at the Grand Ballroom, Shangri La Hotel in Sydney last weekend commented, "It's wonderful to see Champagne Lanson win its third trophy for Best Sparkling Wine, this brings the total number of awards from this competition to 29, a record we're very proud of and one that is testament to the exceptional quality of our House."

The Sydney International Wine Competition was established in 1982 and seeks out wines of the highest quality that match well with food, one of very few wine competitions in the world to do so. Designed with the consumer in mind, the best wines are categorised into 13 easy to understand wine styles by the esteemed panel of judges, sufficient to meet most dining requirements with trophies awarded for the leading wine in each class.

Richard Goodman believes that Lanson's versatility comes from its production methods, "The fresh acidity in our Champagnes is the secret to their ability to match with a broad range of food, a result of the lack of malolactic fermentation during production. Our vintage Champagnes, and in particular the 1996 have exceptional structure and depth of flavour which means they can be enjoyed with a wide variety of dishes including fish, meat and cheeses, as well as being the perfect aperitif."

Champagne Lanson Gold Label 1996 is a classic Champagne vintage, with quality to rival that of the revered 1990 and with the ability to age for many years to come. A long, dry summer was the key to success with the grapes displaying amazing ripeness, but retaining a backbone of acidity allowing excellent ageability. A blend of 47% Chardonnay and 53% Pinot Noir, this is a rich and vibrant wine which is drinking well now with the capacity to reward further cellaring.

Lanson Gold Label 1996 (ABV 12%) RRP \$84.99

Champagne Lanson Gold Label 1996 is available from Dan Murphy's stores across the country.

For further information, please contact:

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