



Australia's First Families of Wine

James Halliday's 2012 Australian Wine Companion AWARDS FIVE STARS TO AUSTRALIA'S FIRST FAMILIES OF WINE

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All of Australia's First Families of Wine (AFFW) members have received the most prestigious five red stars rating in expert Australian wine critic, James Halliday's, Australian Wine Companion 2012. Indicative of their leadership position in the industry, the wineries have yet again showcased their extensive ability in winemaking to consistently produce exemplary quality wines.

With more than 1200 years of collective experience, the impressive accolades reflect the depth and diversity of the AFFW members, which help represent the heart and soul of Australian wine. The 12 families continue to draw on their heritage and produce some of Australia's best varietal and regional wine from Western Australia, South Australia, Victoria and New South Wales.

Launched in Sydney in August 2009, AFFW was cultivated after 12 multi-generational family-owned wineries recognised a common need to raise the profile of Australia's winemaking heritage and image, whilst collectively pursuing global market opportunities. Following the domestic launch, the group then launched in the UK in May 2010 and further extended its global reach by travelling to Canada early this year.

"The five red stars rating from James Halliday in his 2012 Australian Wine Companion for all of our members ratifies our position as leaders in the industry. It is a wonderful achievement for AFFW and we are thrilled that we can all celebrate this achievement together," said AFFW Chairman, Ross Brown.

AFFW is proud of their individual, but more importantly, collective results; and the calibre and integrity of the wines they represent.

The most recent activity for AFFW will see the group's Next Generation or 'Next Genners' head to South Australia to experience each other's wineries, wines and hospitality to help cement the importance of being custodians of the soil now and for years to come.

Australia's First Families of Wine: the Heart & Soul of Australian Wine

Brown Brothers, Campbells, d'Arenberg, De Bortoli, Henschke, Howard Park, Jim Barry,
McWilliam's, Tahbilk, Taylors, Tyrrell's, Yalumba
Go to www.affw.com.au for more information

Interviews and images available on request

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