

Chrismont ...celebrate each moment

media release

Chrismont Wine Circle - Indulge Your Passion

25 FEBRUARY 2007

Introducing the **Chrismont Wine Circle**, an opportunity for wine lovers passionate about Chrismont's wines to indulge themselves and create a personalised wine selection based on individual tastes.

Why the **Chrismont Wine Circle**?

A **circle** indicates a group of people who share a common interest, profession, activity, or social background. Also, the image of the circle in the new wine club logo can be seen as a stylised outline of our crest logo; a reminder of a really great Chrismont or Chrismont LA ZONA glass of wine shared amongst friends & family; or the promise of Chrismont's commitment to excellence in wine and, more importantly, to the constant and always present successful relationship with our most important business asset, our valued customers.

Benefits of membership include:

- No membership fee
- Personalised membership card
- Choice of participation level:
 - **SILVER** membership – two 12-bottle case deliveries per year;
 - **GOLD** membership – three 12-bottle case deliveries per year; or
 - **PLATINUM** membership – four 12-bottle case deliveries per year.
- Savings on all wine purchases (cellar door/online/mail/phone/fax):
 - **SILVER** membership – 10% off cellar door price;
 - **GOLD** membership – 15% off cellar door price; and
 - **PLATINUM** membership – 20% off cellar door price.
- Savings on Chrismont Guest House accommodation (10%)
- Free freight to your door within Australia
- Members-only exclusive offers & events
- Pre-release privileges & special reserve wines only available at the winery
- *Sempre*, Chrismont's quarterly eNewsletter
- Tasting notes & cellaring information on all new release wines

A Membership Form, including the Wine Circle Policies & Conditions, can be downloaded from the Chrismont website, www.chrismont.com.au.

The **Chrismont Wine Circle**...reward yourself with your own personal selection of fine wines from Chrismont, delivered to your door or perhaps a gift for the someone who has everything.

Chrismont proudly hails from North East Victoria, specifically the King Valley, Australia's uniquely diverse premium wine region. Chrismont and Chrismont LA ZONA wines are available at Cellar Door and select stockists throughout Melbourne, North East Victoria, Canberra, Sydney, Country NSW and South East Queensland.

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For more information on **CHRISMONT**, contact:

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