



# Chrismont

**:: MEDIA RELEASE ::**

## **Chrismont Secures Export Order to Sweden**

**15 June 2005**

Chrismont Wines has secured a sizeable export order to Sweden of 2004 King Valley Shiraz.

Systembolaget, the Swedish Liquor Monopoly, sought tenders from Australian producers for a variety of wines. The Chrismont Shiraz was one of several hundred wines submitted for the 2004 vintage Shiraz category.

Systembolaget is a state-owned liquor retail enterprise consisting of 420 stores and about 590 local agencies, serving about 2 million customers every week. The Chrismont Shiraz will be launched to the Swedish public in September and up to 5,000 cases will make its way across over the next 12 months.

Australian Wine Direct AB was appointed as the importing agent for Chrismont in February 2005. The result of winning the Shiraz tender is a superb way in which to consolidate the relationship. Australian Wine Direct AB is owned and managed by Justin King, a former Perth-based liquor retailer who recently established the company in partnership with his wife Viktoria Öjjer.

Chrismont Wines is owned by the husband and wife combination of Arnie and Jo Pizzini. The brand, launched in 1998, has quickly established a strong reputation in the local Australian market for producing popular wine styles that deliver exceptional value for money and for its pioneering efforts with Italian grape varieties.

In 2003, Chrismont made a strategic decision to gear itself up to embark on an export development program and compete with the world's best wines on the international stage. Winning the tender in Sweden is a fantastic result and proof that Chrismont Wines and the King Valley region in north-east Victoria produce world-class wines.

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