

## Chrismont Vintage Update 2007

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28 FEBRUARY 2007

**C**hrismont proudly hails from North East Victoria, specifically the King Valley, Australia's uniquely diverse premium wine region.

The 2006/2007 growing season has proven to be challenging for Chrismont, indeed, all primary producers in the King Valley. Following the combined effects of two early spring frosts and three major bush fire events, Chrismont has made the business decision not to produce a vintage in 2007.

It is acknowledged that the Chrismont brand has established itself strongly, representing a unique, innovative and diverse wine experience that epitomises wine from the King Valley. Through offerings under the Chrismont label for classic varietals and the Chrismont LA ZONA label for Italian varietals, Chrismont has built a sizeable clientele in Melbourne and Country Victoria, and is quickly establishing a presence in the Sydney, Canberra and Brisbane markets.

The individual relationships with our stakeholders in the on-trade, off-trade and the retail sector through cellar door are too important for Chrismont to forfeit nor will Chrismont allow diminishing the Chrismont brand through the release of a substandard product.

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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