



MEDIA RELEASE

FOR IMMEDIATE RELEASE

SEPTEMBER 2005

JOH JOS PRÜM – 2004 PRE- ARRIVAL OFFER
EXCLUSIVE TO THE ALLIANCE

The Alliance of Independent Fine Wine Merchants (The Alliance) is proud to announce the pre-arrival release of the 2004 wines from one of Germany's leading producers, Joh Jos Prüm, on October 1 2005. This is a retail offer exclusive to The Alliance.

Situated at Wehlen on the Mosel in the Mosel-Saar-Rüwer region of Germany, the Prüm family has history here dating back to 1156. The domain is currently run by Dr Manfred Prüm and his daughter, Katerina.

The JJ Prüm estate covers 13.5 hectares and includes 70% of ungrafted vines. Excellently positioned on south facing vineyards, old vines, low yields, late harvesting and the best berry selection enables these wines to deliver consistent quality and flavour. The 2004 vintage delivers the classic raciness of wines from the Mosel with ripe acidity and tangy, juicy Riesling fruit.

JJ Prüm wines available for pre-sale from Alliance members from the 2004 vintage will include the Graacher Himmelreich Riesling Kabinett (\$49), Wehlener Sonnenuhr Riesling Kabinett (\$56), Graacher Himmelreich Riesling Spätlese (\$63), Wehlener Sonnenuhr Riesling Spätlese (\$69), Graacher Himmelreich Riesling Auslese (\$71) and Wehlener Sonnenuhr Riesling Auslese (\$84). There are also a couple of rarities from the 2003 vintage available including the Graacher Himmelreich Riesling Auslese

Goldkapsel (\$169) and the Wehlener Sonnenuhr Riesling Auslese Goldkapsel (\$175).
All prices quoted are per bottle prices.

The Alliance comprises ten of Australia's leading independent fine wine merchants. Based in Victoria, NSW, SA & Queensland, members work with premium producers and suppliers to secure exceptional and exclusive parcels of wine and to uphold a charter of wine service that can be found at www.thewinealliance.com.

The JJ Prüm pre-arrival offer wines will be delivered to the customer before Christmas and payment is required when ordering.

The Alliance of Independent Fine Wine Merchants members are:

Victoria:

Armada Cellars, Armadale	03 9509 3055
International Fine Wines, Essendon	03 9379 0803
Prince Wine Store, South Melbourne	03 9686 3033
Randall's, Albert Park	03 9686 4122
Randall's, Newtown	03 5223 1141
Rathdowne Cellars, North Carlton	03 9349 3366

New South Wales:

Best Cellars, East Sydney	02 9361 3733
Five Way Cellars, Paddington	02 9360 4242
Palm Beach Wine Co., Palm Beach	02 9974 4304

South Australia:

East End Cellars, Adelaide	08 8232 5300
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Queensland:

The Wine Emporium, Fortitude Valley	07 3252 1117
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