

MEDIA RELEASE

NEWS FROM THE UNIVERSITY OF TASMANIA

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ATTENTION: Chiefs of Staff, News Directors



New wine label supports Tassie's endangered icon

Tasmanian wines are getting behind the endangered Tasmanian devil, with a new independent label launched today.

Tasmanian Icon Wines has been established by wine producer Ryan O'Malley to provide premium local wines at an affordable price. Now proceeds from each vintage will support a different Tasmanian icon in need.

The Tasmanian devil, now listed as endangered as a result of the devil facial tumour disease, is the first recipient with sales of the 2008 vintage going towards the Save the Tasmanian Devil Appeal.

"Our first vintage will raise a minimum of \$20,000 for the appeal. With our retail partners also donating from their sales and the support of the Tasmanian public, we should be able to more than double this figure," Mr O'Malley said.

A minimum of \$1 per bottle from the wholesale sale of the wines will be donated to the appeal. Several retail partners of Tasmanian Icon Wines will also donate an additional \$1 from their retail margin.

Save the Tasmanian Devil Program senior scientist Prof. Hamish McCallum said the donation was greatly appreciated.

"The critical research effort relies on generous community and corporate donations like Tasmanian Icon Wines to help fund these scientific programs," he said.

"This support really makes a difference; for example funding from the Save the Tasmanian Devil Appeal was vital in the recent discovery of Cedric, the disease resistant devil."

The Save the Tasmanian Devil Appeal is the fundraising arm of the Save the Tasmanian Devil Program. The appeal is coordinated by the University of Tasmania Foundation and all donations to the appeal are directed in full towards highest priority research and management programs around the world, endorsed by the Save the Tasmanian Devil Program.

Tasmania Icon Wines has sourced Pinot Noir and Chardonnay fruit from vineyards on the Freycinet Coast and Coal River Valley for the 2008 vintage.

Julian Alcorso and his team of winemakers at Wine Making Tasmania were contracted to make the two still table wines in the Tasmanian Icon Range.]

“The Tasmanian Icon Pinot Noir and Chardonnay are fruit driven, approachable wine styles which represent great value for everyday consumption,” Mr Alcorso said.

“It is great to see quality Tasmanian wines going to market at a reasonable price.”

Mr O’Malley said the significant commitment to the Appeal by Tasmanian Icon Wines from all wholesale sales can only be delivered to the Tasmanian public at the price that they are because he is both the producer and distributor of this brand.

The labels are striking and exhibit an abstracted image of Tasmanian Tiger stripes.

“This is a tribute to our ultimate icon and a constant reminder of what can happen if we, the Tasmanian people, don’t get behind the conservation of our Tasmanian icons,” Mr O’Malley said.

Tasmanian wine consumers can find Tasmanian Icon Wines at local bottleshops or they can go to the appeal’s website www.tassiedevil.com.au

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