



RUSSIAN STANDARD VODKA'S SUCCESS

Russian Standard Vodka, Russia's number one premium vodka, has reached a key milestone by exporting more than one million nine litre cases in 2009, enabling the brand to achieve double digit growth in the world's most important premium vodka markets and chart further expansion in 2010.

In 2009, Russian Standard launched in Australia, New Zealand, Canada and nine Asian markets.

In Australia, just five months after launch Russian Standard captured 5 per cent of the entire vodka market. [Q](#)



REBELLO WINES STRAWBELLINI

Rebello Wines is celebrating after a clean sweep at the Australian Fruit Wine Show. Strawbellini was the big winner taking out 'Best Sparkling'. A zesty elaboration on the classic champagne cocktail, Strawbellini is an innovative blend of late-harvest moscato from the premium vineyards of the Mornington Peninsula with the pure essence of Sunny Ridge strawberries.

Strawbellini is the only strawberry and moscato sparkling sold in Australia. [Q](#)

LOW-CARB, CRISP BEER

Virgin Blonde is a premium, low-carb, certified organic lager with a lean crisp finish. At 4.0 per cent alcohol, (one standard drink), Virgin Blonde is a light refreshing thirst quencher, with enough zip to make you feel responsibly warm and fuzzy. It is made with the goodness of German brewing and chemical free farming practices at its heart.

Find Steel River Brewery online for more information. [Q](#)



refreshing drinks.

Say 'cheers' to the new beverages entering the market.



MCWILLIAM'S HITS THE RIGHT NOTES

McWilliam's Balance range of wines were created for consumers who love their wine, but are looking for lower alcohol and lower calorie options. With 8.5 per cent alcohol, these full-flavoured wines deliver the right balance of quality and rich taste you have come to expect from Australia's most awarded winery.

In an Australian first, the McWilliam's Balance range is the only range of wines in Australia and New Zealand to be endorsed by Weight Watchers. [Q](#)

PUNK NOT PLONK

Combining labels that take inspiration from the last half century of pop culture and matching them with wines that lean heavily on a wine culture spanning many centuries, Some Young Punks have a master plan that doesn't involve being easily ignored or left on the shelf. Bright colours, and intense images match equally bright and intense wines that come well equipped for degustation, or just joyful unadulterated consumption. Vineyards containing superb fruit including Shiraz, Cabernet, Tempranillo, and Nebbiolo, allow these Punks to blend with finesse and largesse. [Q](#)



PETER LEHMANN'S 'MARGARET'

With the announcement of results at the 2010 Sydney International Wine Competition on 20 February, Peter Lehmann Wines 2004 'Margaret' Barossa Semillon swept all other wines before it by winning three trophies, including 'Best Wine of Competition.'

Margaret Lehmann was thrilled to accept the top award, the Joy Lake Memorial Perpetual Championship Trophy.

"Having won this award for the second time in three years, yet again proves the point that Barossa Semillon is such a great food wine and worthy of being considered as one of Australia's great white wine varieties," said Margaret. [Q](#)

