

# BROKENWOOD

AUSTRALIAN CRAFT AT ITS FINEST

21<sup>st</sup> October 2011

## **PRESS RELEASE**

For immediate release

### **BROKENWOOD APPOINTS NEW WINEMAKER**

Hunter Valley based Brokenwood Wines is pleased to announce the appointment of Simon Steele to the position of winemaker. Simon previously worked at Brokenwood during the 2003 vintage, when he was given the nick-name *Stainless*.

Simon has packed considerable experience into a short time. He graduated from the University of Adelaide in 1999 with a Bachelor of Management, specialising in logistics and marketing, and then again in 2005 with a degree in Oenology. During his studies he worked in several regions in Australia, including Margaret River, the Adelaide Hills, the Grampians and Beechworth, and also in Burgundy and Spain.

His latest positions were as winemaker for Shadowfax and then Chapoutier in Victoria.

Brokenwood's Chief Winemaker and CEO Iain Riggs said today "We were looking for a winemaker with experiences across a range of warm and cool regions and with good management ability and Simon brings all of these. He has a reputation as a sharp taster who "gets" the wines of the world, and we know from his time here in 2003 that he also fits this unusual place that's Brokenwood, so that's an additional bonus."

Simon's excited about his coming role. "Brokenwood has great vineyards to work with, the Graveyard and Hunter Semillon, Beechworth has great potential and McLaren Vale's home, so there's wonderful diversity. Working with Iain is a great opportunity, too."

Simon will take up his new position in early November.

#### **For further information, please contact:**

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