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SOUTH AUSTRALIA’S HENRY’S DRIVE STREAMLINES WINES

Padthaway, South Australia – When Kim Longbottom and her late husband Mark released their first bottles of wine, from vineyards on a bucolic property not far from the sea in Padthaway, South Australia, they called upon their property’s unique place in the region’s 19th Century history to reflect their new venture’s identity.

Henry John Hill, the stagecoach driver whose mail and passenger route (or “drive”) ran through what has been the Longbottom family property for three generations, was first honored in the early 1950s with an Australian postage stamp depicting him driving his coach and horses through the scenic terrain. Henry was then immortalized at the end of the 20th Century when the Longbottoms’ chose Henry’s Drive as the name of their winery and the stamp as the image on their first label.

Now, after 16 years of creating wines of depth and breadth, with labels that playfully focused on different aspects of the Australian postal and communications industry, Kim (one of

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the very few sole women owners of a winery in Australia) has changed many of the labels, and updated the rest, to make it easier for both the wine trade and consumers to identify and find a Henry's Drive wine. They are also now grouped into three labels that are all linked by the winery's logo -- the name Henry's Drive Vignerons inside an octagon that appears to be stamped on each bottle like a postmark.

The 100% Cabernet Sauvignon and Shiraz/Cabernet blend have returned to the original Henry's Drive line and join the 100% Shiraz in an updated version of the original white label, with the aforementioned postage stamp and logo postmark clearly and cleanly highlighted on each bottle.

A new label, simply known as "H" (with a large stylized capital H fading into a white background, and the Henry's Drive logo postmark partly hidden by the top left part of the H), features a Syrah, created in the softer "French style" of the varietal. An "H" Chardonnay is scheduled to be released in 2015.

The winery's popular Pillar Box line has also been refreshed. While still in its ubiquitous namesake red color, the stylized rendering of the rural Australian mailbox on the Pillar Box Red blend bottle is larger and bolder, with the wine's name below the mail slot now in gold foil and the Henry's Drive logo postmark in the lower right corner. The Pillar Box Shiraz

and Pillar Box Cabernet Sauvignon are still in black, with each wine's name underneath the mail slot in burgundy foil. A Rose, with a gray label in the same mail-box design as the others and the wine's name in pink foil, is also in the line.

For the winery's "signature" Shiraz, Kim has enlarged the 1950s postage stamp as the sole image on the bottom half of an elegant burgundy bottle. Named Magnus, this 'stand-alone' wine pays tribute to her late husband's great strength, determination and character with the wine from the single Shiraz vineyard that was his favorite.

Each Henry's Drive label falls into a different price-point: Magnus retails for \$79.99; the Henry's Drive Shiraz, Cabernet and Shiraz/Cabernet Sauvignon blend are line-priced at \$39.99; H Syrah is \$27.99; the Pillar Box Shiraz and Cabernet Sauvignon are both \$21.99; Pillar Box Rose is \$19.99, and Pillar Box Red has a suggested retail price of \$14.99.

Napa, CA- based Quintessential is Henry's Drive's exclusive importer, marketer and sales company in the United States. For further information, contact Quintessential at (707) 226-8300 or go to their website: www.quintessentialwines.com.

Founded in 2002 by father and son, Stephen D. and Dennis Kreps, Quintessential is a family owned-and-operated import, marketing and sales company headquartered in Napa, CA. It is dedicated exclusively to representing multi-generational, family owned-and-operated

producers who have the same passion for winemaking as Quintessential has in strategically marketing and selling their wines. These producers, from most of the top wine regions around the world, create wines that offer the best, most authentic expression of the grapes from their respective vineyards.

*Quintessential's roster of "top-quality" family producers include **Bodega Valentin Bianchi** and **LTU** from Argentina; **Henry's Drive/Pillar Box**, **Shirvington**, **Paringa**, **3 Rings**, **Kay Brothers** and **Frankland Estate** from Australia; California's **Ironstone Vineyards**, **Eponymous** and **Two Angels**; the Chilean wines of **Matetic Vineyards**, **Vina Koyle** and **Terrapura**; **Gustave Lorentz**, **Cachette** and **Esprit du Rhone** from France; the **Karolyi Estate** wines from Hungary; Italy's **Attilio Ghisolfi**, **Paolo Manzone**, **Luca Bosio**, **Ascevi Luwa**, **Tenuta di Vignole**, **Agricola Vallone**, **Vino dei Fratelli** and **Villa de Varda Grappas** and **Fruit Liqueurs**; the Portuguese wines of **Quinta do Vallado** and **Casa de Vila Nova**; Spain's **Bodegas Muriel**, **Vina Eguia**, **Conde de los Andes**, **Marquis de Elciego**, **Real Compania de Vino**, **Bodegas Navarro Lopez**, **Bodegas y Vinedos Garcia Figuero** and **Vallformosa Cavas**, and South Africa's **Simonsig Estate**.*

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