

## MEDIA RELEASE

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### Winemakers evolves: now 'Australian & New Zealand Winemakers'

Industry leader Australian Winemakers today formally announced its new name - Australian & New Zealand Winemakers. The new name follows the recent client service research study and subsequent internal brand review, which identified the need to fine tune the existing name so that it better reflected the company's breadth of operations and streamlined communications.

"We have been trading in New Zealand as New Zealand Winemakers for the past 3 years, and have successfully been working with a number of large and boutique sized customers including Montana, Jackson Estate and Link's Winery. The transition to merge our two trading names into one is timely, significant and reinforces our commitment to the New Zealand market," said Paul Baggio, CEO of Australian & New Zealand Winemakers.

To support the name change, the company logo has been updated, a new company identity launched, together with a new web address of [www.ausnzwinemakers.com](http://www.ausnzwinemakers.com). The new name coincides with Australian & New Zealand Winemakers participation at this week's Winery Engineering Association Conference at Marlborough, where the company will be conducting a centrifuge presentation and releasing its new equipment catalogue.

From a sales perspective, Tilly Bowden heads up sales as East Coast and New Zealand State Manager, and John Baker continues as Territory Manager based from Christchurch. Assisting efforts in New Zealand is National Sales & Products Manager, Frank Belperio.

The sales team is supported with industry leading back-up and technical support. The Australian & New Zealand Winemakers engineering and technical team consists of highly skilled and experienced engineers, technicians, winemakers, advisors and product specialists.

"It's an exciting time for both the New Zealand Wine Industry and our organisation, and we are looking forward to assisting customers with the forthcoming vintage," added Baggio.

#### **About Australian & New Zealand Winemakers**

Australian & New Zealand Winemakers provides innovative, quality and complete equipment solutions to commercial wineries and vineyards, large or small. Since 1966, we have been committed to working with our customers to achieve their goals. Based in Melbourne and part of the Cellar Plus Group, we are the exclusive Australian and New Zealand agent for a number of world leading manufacturers, including Della Toffola, Tecnicapompe, Seital, EKINSA, TRIVITI and MERCIER.

*For more information, visit [www.ausnzwinemakers.com](http://www.ausnzwinemakers.com) or phone Con Hatzilias on +61 3 8405 9000.*



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