



**Cellar Plus Group Pty Ltd
Australian Winemakers**

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MEDIA RELEASE

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Australian Winemakers Positions for Future Growth

Industry leader Australian Winemakers today announced a number of new staff appointments and structural changes to position the company for future growth and better align with the needs of its customers. The appointments follow a recent client service research study commissioned by Australian Winemakers, to obtain valuable feedback on its products, services, customer requirements and market trends.

"Since 1966, Australian Winemakers has been committed to serving the Australian Wine Industry and is now entering an exciting new growth phase. In addition to our new personnel and structure, we are investing significantly in research and development and complimentary services," said Paul Baggio, CEO of Australian Winemakers.

In a key new senior position, Frank Belperio will take up a National Products Manager role with input into Business Development, Engineering/Technical, Supplier and Sales Management.

New appointments in Sales include Blair Hanel to the role of SA & WA State Manager, to be based in a soon to be opened Australian Winemakers office in the Barossa. Cathy Howard - a winemaker and consultant, will manage WA as Territory Manager whilst James Davidson, also a winemaker, commences on 21 July as SA Territory Manager.

Tilly Holdsworth has taken up the important role of State Manager East Coast and New Zealand, thus heading up an expanded team of sales professionals.

Supporting the Sales team, Anna Hartson has commenced the newly created role of Commercial Sales Operation Manager – a role bringing together customer sales support, operations and accounts.

Strengthening Australian Winemaker's technical back-up and support, Les Jarvis and Liam Amos joined the company in January, as Manager Engineering Services and Centrifuge Project Manager/Product Technician respectively. Wayne Stone soon joins the organisation and will be based in SA as Technical Services Manager.

In a unique role merging Product Development, Engineering and Technical operational processes, Rory Lane commenced in November 2007 as Technical and Products Development Manager.

To address the growing demands for bottling and turn-key solutions, Ron van Buuren now heads a newly created packaging company - Beverage Packaging Solutions, whilst Costa Nikias' responsibilities are now solely focused on the emerging Olive Oil and Brewing market segments.

"I thank all our customers and suppliers and look forward to sharing more positive news in the near future," added Baggio.

About Australian Winemakers

Based in Melbourne and part of the Cellar Plus Group of Companies, Australian Winemakers has been providing innovative and quality solutions to the Australian Wine Industry since 1966. Australian Winemakers is the exclusive Australian and New Zealand agent for a number of world leading manufacturers, including Della Toffola, Seitel and Triviti.

For more information about Australian Winemakers, visit www.australianwinemakers.com.au or phone Con Hatzilias on +61 3 8405 9000.