

MEDIA RELEASE

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BARONS OF BAROSSA LAUNCH CHARITABLE FOUNDATION AND BRUCE THIELE MEMORIAL TRUST

The Barons of Barossa, led by Stephen Henschke, have launched the Barons of Barossa Foundation and the Bruce Thiele Memorial Trust.

The group was founded in 1974 to promote the Barossa and to preserve and maintain its heritage, lifestyle and traditions. The launch of this Foundation ensures that their important work will continue.

In introducing the Foundation, Mal Whyatt said, "This is an independent Foundation that is fully sustained by the generosity of the Barons winemaker membership. We are launching it with a quarter of a million dollars and are on target to achieve our goal of a half million dollar base in just a few years."

The Barons Foundation will provide sponsorships, grants or donations to persons or organisations supporting and promoting the Barossa in the areas of wine, viticulture, gastronomy, heritage, the arts and festivals.

Nominations and applications for the Barons of Barossa Foundation sponsorships will be advertised each year and posted on the Barons website. The next call for nominations will be in May 2009.

The Barons also launched The Bruce Thiele Memorial Trust, created to honour the memory of Bruce Thiele. Stephen Henschke said, "Bruce was passionate about the Barossa and about supporting the region's youth in their wine industry careers and this Memorial Trust will further his goals."

The Trust, which will provide scholarships for research in oenology and viticulture projects and assist with educational building programs, was launched with close to \$10,000 as its base. It is funded by private and corporate donations which are fully tax deductible.

The launch was held at Hutton Vale, John & Jan Angas' historic property, on Sunday afternoon 19 October. A wonderful spring lunch was served to the assembled Barons and friends, with a menu that was a collaborative effort led by Mark McNamara, with generous contributions from Michael Angelakis, Maggie Beer and Jan Angas. The Barons Shiraz was served along with wines contributed by Barons winemakers.

In a fitting tribute, Orlando Wines BJT Barossa Shiraz, specially created to honour the memory of Bruce Thiele, was served on the day.

More information on the Barons of Barossa Foundation and the Bruce Thiele Memorial Trust is available on the Barons website – www.baronsofbarossa.com.

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