

Media Release



EMBARGOED UNTIL 23 DECEMBER 2021

THURSDAY FLASH SALE ON AUSTRALIA'S FAVOURITE SHIRAZ

Pepperjack Shiraz just \$15 a bottle for one day only as Liquorland celebrates 50th Anniversary

Liquorland is saying "Cheers" to 50 years of serving Australians, with a campaign of one-day flash deals on the drinks Australians love.

The 50 Years of Cheers campaign celebrates Liquorland's 50th anniversary, with one-day liquor deals on some of our most popular brands, from best-selling bubbles to favourite, full-bodied reds.

Whether planning a festive celebration, finding that special Christmas gift or looking for some drinks-piration, Liquorland has a deal for it!

With Christmas just days away, we're rolling out the big guns and it doesn't get much bigger than Thursday's one-day deal: **Pepperjack Shiraz, one of Australia's favourite red wines at just \$15 a bottle, down from \$20.**

This bold Barossa beauty is not only Australia's number-one shiraz¹, it's also the perfect drop for those festive BBQs, and is equally impressive tucked under the tree as a last-minute Kris Kringle!

Celebrating its 23rd anniversary this year, Pepperjack Shiraz is an iconic Australian red from Australia's most famous premium wine region, made to be enjoyed with big flavours like steak or a rich festive roast.

"Whether you're looking for a red for your Christmas table or a classic Australian wine to open with friends on the weekend, this is a genuinely unmissable deal," said Coles Liquor Group Merchandise Manager Brad Gorman.

"Pepperjack is Australia's favourite Shiraz, and a wine that we know our customers love for all occasions. At just \$15 a bottle, all I can say is get in early this Thursday to avoid disappointment!"

While many things have changed since Liquorland first opened its doors in 1971, **50 Years of Cheers** is a celebration of the simple things that are as true today as they were in the 1970s – the joy of sharing food and drinks with friends and family.

Liquorland's 50 Years of Cheers is showcasing new one-day deals every day until Christmas Eve.

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For further information, please contact

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¹ Source: Treasury Wine Estates Ltd Annual Report 2021, p.4