



201 Wines

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Media Release

10th April 2010

201 releases new range of gift baskets

Following on from the recent release of it's 2009 Chambourcin, 201 Proprietor Geoff Schippers announced today that they now also offer a range of gift baskets featuring 201 wines.

"Having been in business myself for a number of years, I can vouch for the importance of showing valued clients and business partners some appreciation for their support. It's the cornerstone of building a long and successful business. One way I used to do that was by thanking them for their business with a gift basket of some sort, and that usually included a bottle of wine. It's only logical then that we should diversify into that line of products now that we're in the wine business ourselves."

The 3 different types of baskets range in price from \$65 - \$130 (excluding delivery charges) and, as Geoff explains, aim to showcase Australian produce.

"It baffles me sometimes why we import products that we are more than capable of producing right here. I understand that it's more cost effective in the short term, however the long term consequences for our economy, society and environment are being ignored. It has the potential to take away the livelihood of entire communities, not to mention the increased burden on non-renewable resources to transport goods over long distances. We want to spread the message that buying Australian-made products may cost a little more today but bring a lot of benefit tomorrow."

Established in 2006, 201 is a boutique vineyard located in the Lovedale region of the Hunter Valley. We offer a select range of premium wines and gift baskets via our website, www.201.com.au, and selected retail outlets. Refer to the 201 website for stockist details.

For further enquiries, please contact Geoff Schippers on 0420 905 608.