

FIRESTICK

WINES

Media Release

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FIRESTICK TAKES TO THE SKIES WITH JETSTAR

FIRESTICK TO BE SERVED TO WINE LOVERS ACROSS AUSTRALASIA, ASIA AND HAWAII

Hunter Valley wine brand, Firestick, is excited to announce a new partnership with Australian air carrier, Jetstar that will see four of the brand's popular varietals served to over 720,000 passengers on domestic and international flights.

The 187ml Firestick Chardonnay, Semillon Sauvignon Blanc and Shiraz are now on board in time for the festive season travel.

In a time where the Australian wine industry is tackling oversupply and a tough export agenda with a strong Australian dollar, Poole's Rock Chief Executive, Mike Grehan believes that opportunities to showcase great Australian wine both domestically and to overseas visitors in this way is vitally important.

"This new contract represents the 9 litre equivalent of approximately 15,000 cases of wine over the next six months. To introduce the new look Firestick to domestic travellers as well as into New Zealand, Japan, Indonesia, Hong Kong, Singapore, China, Thailand, Vietnam, The Philippines, Malaysia and Hawaii is an incredible opportunity to work further in those opportune markets. We are thrilled to be able to deliver a great product to Jetstar's customer base."

The new look Firestick is available now from all good liquor retailers at rrp \$11.99, on Jetstar flights from December and online at www.poolesrock.com.au.