



singlefile estate

Innovative new wine producer, Singlefile Estate, debuts in Denmark, WA

Renowned wine region, dedicated professionals and latest technology combine to produce outstanding wines

Perth, 6 November, 2008 — Singlefile Estate (www.singlefileestate.com), an innovative wine producer dedicated to producing world class wine, today celebrated its official opening in the Denmark region of Western Australia's South West.

Singlefile Estate with its 20 year old vines in the reputable Denmark wine region, will focus on producing high quality, limited release wines.

Singlefile Estate was established by husband and wife team, Phil and Viv Snowden after they purchased the property in 2007. The Snowdens have made significant improvements to the vineyard over the past year and enlisted a team of dedicated professionals to assist in vineyard management and wine production. Their vision is to produce premium, world class wines appealing to those who enjoy quality wine with quality food and those that have an ongoing interest in the total wine experience from wine making to drinking and collecting.

"Every effort is made to maintain soil health and a vigorous biota using ecologically friendly viticultural practices" said Bryce Edwards, Singlefile Estate viticulturalist.

"Working with a progressive team at Singlefile Estate will ensure we produce premium wines that our customers will love" said Coby Ladwig, Singlefile Estate winemaker.

"When you combine great fruit from the Singlefile Estate vines, with a great wine maker and backed by the Snowdens' dedication to excellence, you've got the recipe for exciting, premium wines. I think this makes Singlefile Estate a producer to keep your eye on," said Brenden Smith, former owner and chief winemaker of West Cape Howe Wines, who backs up Singlefile's vintage plans with his wealth of experience.

Total wine experience

Before opening Singlefile Estate, the Snowdens founded and operated a successful mining consulting business for over 20 years. Much of this success was based on dedication to their customers and the fostering of long-term relationships. The Snowdens have applied this same customer focus to Singlefile Estate and aim to connect with their customers through the 'Total Wine Experience'.

'The Total Wine Experience' will use Internet-related technologies such as video streaming and podcasts where customers can listen to the wine making team and watch informational videos capturing different stages of the wine making process.



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“While we’ve gone from mines to vines, we’ve never lost sight of the importance of connecting with our customers no matter what industry we’re in,” said Phil Snowden. “We want to bring something unique to wine lovers and involve them in the wine making journey with us.”

Singlefile Estate produces white and red wines, including a Reserve Chardonnay and Shiraz, along with a number of other blends. The 2008 vintage will be launched in the coming days and will be available from www.singlefileestate.com

About Singlefile Estate

Singlefile Estate is an innovative wine producer dedicated to producing world class wine and providing customers with a total wine experience. Located in the renowned Scotsdale Valley region of Denmark, Western Australia, Singlefile Estate is family-owned and operated and backed by a team of professionals committed to excellence in wine production.

For more information about Singlefile Estate or to join our mailing list please visit www.singlefileestate.com

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Photos, images, labels available on request.