



## **F1 RACING SUPERSTAR TURNED WINEMAKER: DANIEL RICCIARDO COLLABORATES WITH ST HUGO TO RELEASE A NEW AUSTRALIAN FINE WINE SERIES**



Australian Formula 1® superstar Daniel Ricciardo has partnered with one of Australia's most-celebrated wine brands, St Hugo, to co-create DR3 x St Hugo, the country's newest series of fine wines which will be released annually.

Over a long-term partnership, Ricciardo will work with St Hugo's Chief Winemaker, Peter Munro, who will share with him the tricks of the winemaking trade including vineyard practices, winemaking techniques, maturation and blending. Ricciardo's involvement in the process will increase each year as his knowledge and experience in the wine industry builds.

Excited to be part of the new venture, Ricciardo comments: "I'm approaching the partnership in the same way I approach aspects of my racing. I may not be the engineer who physically finesses the car, but I am the one who is driving it, and I have an instinct for what feels right. I share that with the team so the car can be optimised. With winemaking, I'll take a similar approach, and in this instance, Peter is the engineer. Pete and I work well together, and we want to challenge ourselves to go out of our comfort zones to produce something particularly special." commented Ricciardo.

Known on-track for pushing the limits, Ricciardo will add his own take on the wines within the series – setting out to make spectacular wines that provide a unique perspective of what fine wine can be.

"I grew up around wine, it's in my blood. Along with my Italian heritage and my family's love of sharing wine, my Dad is a bit of a hobby winemaker and I have been surrounded by the passion for wine since I was young. I'm quite a curious kid, I always love learning things, and wine is a true craft, and I want to get in and get my hands dirty and make really spectacular wine that provides a unique perspective on what fine wine is," said Ricciardo. "And to be able to do this with St Hugo's Winemaker, Peter Munro, one of Australia's best winemakers, is a real privilege. It also guarantees the wines will taste great!"

The first release of the DR3 series has seen Ricciardo work closely with Munro to taste a broad selection of wines and select his two favourites for release under the DR3 x St Hugo label: a



Coonawarra Cabernet Sauvignon 2015 and Barossa Shiraz 2014. Ricciardo has also driven the development of the packaging and campaign look and feel.

Initially launched in Australia only, the DR3 x St Hugo series has proved so popular that the Coonawarra Cabernet Sauvignon 2015 completely sold out in just over 20 days, however the highly rated Barossa Valley Shiraz 2014 is now available in limited quantities in the UK due to local demand.

The DR3 x St Hugo Barossa Valley Shiraz 2014 is a supple and charming single-vineyard wine reflecting all that is great about Shiraz from the ancient Barossa soils of the Ebenezer sub-region. With a generous and full palate, the dark fruit is supported by very fine chalky tannins that persist and have great length.

“Daniel has an insightful way of communicating his appreciation of wine that will only get better over time as he hones his winemaking skills. The collaboration is a blend of the love of fine wines and the desire to capture Daniel’s character into the distinctive St Hugo style that represents ‘passion, power and precision’, creating wine that will continue to excite and energise the Australian wine-drinking audience. We’re really setting the bar high for what is to come,” said Peter Munro, St Hugo Chief Winemaker.

Each bottle of the limited edition first release of DR3 x St Hugo is individually numbered and presented in a premium gift box. Available to buy online at Amazon.co.uk, RRP £30. For general information on DR3 x St Hugo please visit [www.sthugo.com](http://www.sthugo.com).

**-ENDS-**

For further information please contact Mo Brownridge [mo.brownridge@pernod-ricard.com](mailto:mo.brownridge@pernod-ricard.com).

#### **Notes to Editors**

DR3 x St Hugo Barossa Valley Shiraz 2014

**Robb Geddes, MW – 95 points – April 2021**

“Gift boxed and under a high-quality cork from a great vintage, very well made and matured to a point where it’s totally delicious, what’s not to like? Decant for 2 hours to maximise the experience. 2014 is an elegant year hence the wine has the regional plush palate structure but not heaviness and the middle flavours of dark berry fruits linger. The 2014 DR3 is St Hugo in style, power with elegance hence generous within the house style, from a single vineyard in the Northern Barossa Valley at Ebenezer. The wine has maturing complex aromas and flavours of black fruits, fresh plum, chocolate, cocoa, truffles, hints star anise with moderate intensity cedar vanilla toasty oak.”

#### **About Pernod Ricard UK**

Pernod Ricard UK is part of Pernod Ricard, number two in wines and spirits with sales of €8,448m in 2019/2020. Created in 1975 by the merger of Ricard and Pernod, the Group has undergone sustained development, based on both organic growth and acquisitions: Seagram (2001), Allied Domecq (2005) and Vin&Sprit (2008).

Pernod Ricard holds one of the most prestigious brand portfolios in the sector, including 19 brands among the top 100 worldwide. Pernod Ricard UK has identified the following key priority brands in the UK market: Absolut, Jameson, Chivas, The Glenlivet, Plymouth Gin, Monkey 47, MALFY, KI NO BI, Italicus, Lillet, Malibu, Perrier-Jouët, Kahlúa, Beefeater, Campo Viejo, Brancott Estate, Olmeca, Havana Club, Martell, Jacob’s Creek, Lamb’s, Ballantine’s, G.H. Mumm and Wyborowa. Pernod Ricard UK is a member of The Portman Group promoting responsible drinking.



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