

**MEDIA RELEASE**

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**GLOBAL MERGER WITH UK WINE IMPORTER  
SIGNALS BRIGHT FUTURE FOR IRYMPLE**

SDS Beverages Food & Wine Pty Ltd, formerly the Irymple Group, today announced its strategic merger with HwCg, one of the UK's leading wine importers, consolidating the Sunraysia-based wine and beverage company's entry into the lucrative UK market.

The agreement with HwCg follows the recent sale of the Irymple Group to the company's management team comprising Managing Director David Stevenson, Paul Derrico and Wayne Simmons; and a group of investors. During the last decade, the management team has continued the development of a diverse range of food and beverage products for different markets and pursued global opportunities.

The merger gives SDS Beverages Food & Wine Pty Ltd access to HwCg's impressive customer-base which includes UK retail icons Marks and Spencer and Sainsbury's and independent outlets. With a reliable supply of good quality Australian wine, HwCg hopes to bolster its turnover of Australian product, which currently accounts for three percent of its total turnover against a market share of 24 percent for Australian product in the UK.

Managing Director David Stevenson said the agreement seals the prosperity of SDS Beverages Food & Wine Pty Ltd and the broader Sunraysia region.

"We've worked hard in recent times to insulate the business from industry cycles and seasonal impacts. Our businesses are now perfectly balanced, and the merger with HwCg comes at a time of cyclic improvement within the global beverage market," said Mr Stevenson.

"The merger is a win-win for both companies. We're realising our goal of making an impact in the UK market, something we have been striving to achieve for some time.

"The merger is an exciting initiative in the global wine industry recognising the importance of wholly owned distribution in order to effectively reach the consumer," he added.

SDS Beverages Food & Wine Pty Ltd's recent management buy out of the Irymple Group and merger with HwCg were initiated and supported by Terrain Capital, a Melbourne-based advisory firm.

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For further inquiries, please contact:

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**About SDS Beverages Food & Wine Pty Ltd (formerly the Irymple Group)**

SDS Beverages Food & Wine Pty Ltd has existed in the Sunraysia region for more than 100 years, with sites in Irymple and Merbein.

SDS Beverages Food & Wine Pty Ltd owns Roberts Estates Wines and Irymple Citrus Products one of Australia's largest innovative beverage makers. The winery is a modern production facility with 12,000 tonne capacity while the other beverages include vegetable and citrus concentrates and fruit pastes. The company also packs significant volumes of fresh citrus.

The company supplies many multinational beverage companies across the globe.

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