

**FOR IMMEDIATE RELEASE**

### **Hopes End Wine Launches a Brand Fit for the Millennial Psyche**

**Napa, Calif., January 4, 2017** — How does the millennial cope with the dashed hopes they've faced since the Great Recession? Hopes End is a new wine launching this week that taps into a psyche intrigued by the dark and mysterious, that craves escape from the mundane and wants to live for today.

Hopes End is an [Australian red blend](#) wine that exemplifies the skill of one of Australia's oldest winemaking families, the Angoves, who were among the free settlers to South Australia in the 19th century. With hopes of finding a prosperous life, instead they arrived in dismal Port Misery, South Australia. Dr. William T. Angove, a young doctor, found his livelihood mixing elixirs, and soon, wine—the perfect antidote to adversity.

Exceptional vineyards from around South Australia, with a focus on McLaren Vale, Barossa and Murray Valley, provide the grapes for the blend. The Angove family has been harvesting many of their vines for five generations. "Some of the most legendary wines from South Australia have been blends of varieties and regions," said fifth generation family member Richard Angove. "We wanted to go back to these ideals, and bring it into the present, defying convention by crafting something dark and brooding. We reckon we cracked it."

Red blends are the third largest varietal in the U.S. with growth of over 10 percent in the 26 weeks ending December 3, 2016, according to Nielsen data. It's also the fastest-growing top Australian varietal type, up over 32 percent, proving the category is ripe with opportunity and consumers are seeking red blends from around the world.

Hopes End Red Blend is available on shelves nationwide at a suggested retail price of \$11.99 and is available in 750ml bottles. Hopes End is crafted with the 25- to 35-year-old red blend wine drinker in mind; consumers who are intrigued by brands with dark, mysterious and authentic stories.

"We're showcasing the contradictions of a wine that starts in the sunny, sandy loam over limestone soils of South Australia, and ends with intensely flavored, darkly intriguing wine," said Tony Ingle, chief winemaker at Angove Family Winemakers. Laced with new American oak, Hopes End Red Blend 2015 is crafted from carefully selected parcels of Shiraz, Grenache, Malbec and Petit Verdot. The wine has silky tannins and a hint of vanilla melding with rich chocolate and jammy fruit flavors, and shows a deep purple color in the glass.

A journey of hope born from darkness is mirrored in the white silk screened labels juxtaposed against an inky black wine bottle, with a compass on both sides and coordinates for "Port Misery, South Australia" on the back label. In the uncertainty that unfolds in every new era and new adventure, Hopes End celebrates the courage of those willing to go on a voyage of the unknown, and make the best of any adversity they find.

To learn more about Hopes End and watch the launch video, visit [www.hopesendwine.com](http://www.hopesendwine.com). For bottle shots, tasting notes and logos, click [here](#). Visit Hopes End social media channels:

[Instagram.com/HopesEndWine](https://www.instagram.com/HopesEndWine)

[Facebook.com/HopesEndWine](https://www.facebook.com/HopesEndWine)

**About Hopes End**

Hopes End is a wine inspired by the true story of thousands of 19th century free settlers who journeyed to start a better life, and instead arrived in dismal Port Misery, South Australia. The Angove Family were among them. Dr. William T. Angove, a young doctor, found his livelihood mixing elixirs, and soon, wine—the perfect antidote to adversity. Hopes End Red Blend 2015 is a wine that stays true to its origins while satisfying a palate that seeks the unexpected. The wine is grown in the sunny soils of South Australia, and ends with an intensely flavored, darkly intriguing wine. Join the journey and live for the day. Let's begin. For more information, visit [www.hopesendwine.com](http://www.hopesendwine.com)

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