

MEDIA INFORMATION

WINE WAS ALWAYS GOOD FOR YOU. NOW IT MAY BE EVEN BETTER.



www.winedoctor.info

www.drnorrie.info

Whether wine is a nourishing drink, a medicine or a poison is a matter of dosage.

Paracelsus, 1493-1541, alchemist, astrologer, physician; father of modern pharmacology and toxicology

The world's first resveratrol-enhanced wines (R.E.W.) have been launched in Australia.

The Wine Doctor wines contain up to 100 times more of the powerful anti-oxidant resveratrol than is found naturally in wine. Resveratrol is the focus of multi-million dollar research programs aimed at developing anti-ageing medicines.

Two R.E.W. wines - a 2006 Shiraz and a 2008 unwooded Chardonnay, both from South Australia's McLaren Vale region - are available from November 12 under The Wine Doctor label established by the Sydney medical practitioner and wine historian Dr Philip Norrie.

Dr Norrie, long an advocate of the health benefits of moderate wine consumption, has developed and patented a method of adding resveratrol to wine at the time of bottling in a form that is tasteless and odourless.

The normal resveratrol content of wine is 1-2 milligrams per litre (whites) and 4-6 mg/l (reds). The resveratrol content of both The Wine Doctor wines has been boosted to 100 mg/l, giving the white wine the same content level as the red.

Resveratrol - in combination with alcohol, itself an anti-coagulant - is most likely to account for the general health benefits attributed to moderate, long-term red wine consumption. The principal benefit is the part resveratrol appears to play in maintaining blood-flow by helping keep arteries clear of the fatty deposits called atherosclerotic plaque.

Good circulation both reduces the likelihood of stroke and heart attack and makes it less likely that a wide range of other illnesses will develop.

Both resveratrol and wine in moderation are becoming more closely associated with increased life expectancy, improved quality of life, and greater resistance to many forms of disease, including nerve cell degeneration, dementia, failing eyesight and some cancers.

Dr Norrie says the fact that wine is consumed in relaxed circumstances, usually with food and most often in company with others, is also a significant factor.

'This product is about wellness, not illness', Dr Norrie says. 'It's about staying well and living longer. It doesn't cure anything, but it can reduce the likelihood of becoming ill'.

Dr Norrie, who has a busy general practice at Elanora Heights in Sydney, says moderate consumption can be defined as a standard 750ml bottle of wine each day, shared between two people, with women advised to drink a little less than men.

He points out that wine is among the world's oldest known medicines, used as tonic and relaxant, analgesic and diuretic, to protect against gastro-intestinal infection, and as an antiseptic. Wine also features in religious rites and has a traditional celebratory role on social occasions - as, for example, when a toast is proposed.

Dr Norrie says simply: *'Wine is a genuine whole-health food - part of the fabric of a civilised life - Mother Nature's health drink'.*

Dr Norrie's interest in the possibility of producing wines with added resveratrol developed strength as evidence mounted in recent years that resveratrol, in combination with the alcohol in wine, was the key to wine's apparent health benefits.

'It got me more and more excited. It became clear that the medical giants of the past - Hippocrates, Pliny, Galen, Paracelsus and so on - were on to something when they said that wine had health-giving properties. They also knew that too much wine was a bad thing. As Paracelsus said, it's just the dosage that determines whether wine is a good drink, a medicine or a poison.'



The Wine Doctor R.E.W. process meets Australian food standards and wine-labelling requirements because resveratrol is a natural grape product and the added resveratrol is itself also a natural product derived from grapes. Australian approval should allow the product to be sold in many major international markets.

Dr Norrie has patented the process, but intends to make it available to other wine producers under licensing agreements.

The process is used to boost the resveratrol content of both red and white wines to 100 mg/l. One bottle of The Wine Doctor R.E.W. Chardonnay has as much resveratrol as 70-100 bottles of untreated white wine. One bottle of The Wine Doctor R.E.W. Shiraz has as much resveratrol as 15-20 bottles of untreated red wine.

This means that for the first time white wine lovers can now also achieve the same level of potential benefit from moderate wine consumption as red wine drinkers.

Dr Norrie said the resveratrol and other powerful anti-oxidants in wine (notably quercetin and epicatechin) were not stored in the body and needed to be ingested regularly, preferably daily, to give maximum benefit. Regular consumption of resveratrol-enhanced wine would provide a therapeutic dose.

He said resveratrol acted like a 'vascular pipe-cleaner'. It was a 'biological jack-of-all-trades, doing good all over the body', with multiple effects and multiple benefits.

'Regulators worry about statements like these being misinterpreted', he said, 'but they can't argue with the fact that the best way to avoid a disease is not to develop it in the first place'.

The Australian launch of The Wine Doctor R.E.W. wines is effectively a test aimed to assess domestic and international market appeal and gauge the reaction of the medical and health-professional communities and regulatory authorities. The wines will be launched in other countries as soon as possible

'This is a world first, and we are mindful of the need to hasten slowly', Dr Norrie says.

'While at the present time the process is patent-protected, my overall objective is to have resveratrol-enhanced wine as widely available - and widely accepted - as possible, so that the potential benefits are available to as many people as possible.'

'It is important in achieving this that we do not get ahead of public understanding of the need for responsibility and moderation if wine is to deliver health and well-being benefits - benefits that have already been claimed for wine over hundreds of years'.

Dr Norrie said a proportion of revenue from the sale of resveratrol-enhanced wines in Australia would be donated, on an ongoing basis, to the Australian Atherosclerosis Society, which funds research into the causes and prevention of vascular disease. Similar donations will be made to equivalent organisations in all markets where the wines were marketed.

FOR FURTHER INFORMATION

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Adrian Read - Wine iQ 02 8507 2655; 0418 417 132

Websites with more information: www.winedoctor.info & www.drnorrie.info

AVAILABILITY

The Wine Doctor R.E.W. Chardonnay 2008 and The Wine Doctor R.E.W Shiraz 2006 are available exclusively from **Wine iQ**. Visit www.wineiq.com.au and follow the link.

PRICE

Both wines are **\$19.95 a bottle**. Minimum purchase is six bottles in any combination.

Freight is free on purchases of one dozen bottles or more (to most Australian addresses).



TASTING NOTES



THE WINE DOCTOR R.E.W. CHARDONNAY 2008

The 2008 vintage in South Australia was one of the warmest and driest on record – with eight consecutive days of 38 degree-plus temperatures. Our McLaren Vale vineyards produced Chardonnay grapes with excellent varietal character and balanced acidity.

The grapes for this wine were harvested on February 22 and 23, then crushed and chilled within two hours of picking. Only free-run juice went into the wine, which was cold-stabilised, then stored in stainless steel containers prior to filtering and bottling in September.

The result is a fresh-flavoured wine with plenty of the melon and peach-like flavours that are typical of Chardonnay. The absence of oak contributes to the wine's liveliness on the palate and to its crisp and refreshing finish. This is a wine with wide appeal.

Resveratrol was added to the wine at the time of bottling using a special, patent-protected process. The resveratrol content of the wine has been boosted to approximately 100mg/l. The normal resveratrol content of white wine is 1-2mg/l.

Drink The Wine Doctor Chardonnay now and over the next year or two with most entrees, white meats and seafood dishes. Also try this Chardonnay with soft, white cheeses.

Screw-cap; 13.5% alc./vol.; acidity 6.57g/l; pH 3.39; Resveratrol 100 mg/l approx.



THE WINE DOCTOR R.E.W. SHIRAZ 2006

Our Shiraz vines ripened evenly and the grapes (picked on March 23) displayed good varietal character, ripe tannins and retained acid.

For this wine fruit from four vineyards was crushed and fermented for six days in rotary fermenters. The juice was run off into a 60:40 combination of new, one and two year-old French and two year-old American oak hogsheads (medium toast) where it completed fermentation. The wine matured in barrel until final blending and bottling in September 2008.

The result is a rich, robust, lip-smacking red with typical McLaren Vale appeal. It smells and tastes of plums and spice, with a touch of smoky oak and a core of plum-skin fruit on the palate. Fruity flavours linger on into the finish.

Resveratrol was added to the wine at the time of bottling using a special, patent-protected process. The resveratrol content of the wine has been boosted to approximately 100mg/l. The normal resveratrol content of red wine is 4-6mg/l.

Enjoy this Shiraz now or until at least 2012 with red meat dishes and hard cheeses. It also makes a superior barbecue wine and would go well with pizza and most pasta dishes.

Screw-cap; 14.5 per cent alc./vol.; acidity 6.87g/l; pH 3.43; Resveratrol 100mg/l approx.