

MEDIA RELEASE

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Marriage of two grapes fit for equality

South Australian Winemaker, Heartland Wines has today announced a partnership with Australian Marriage Equality, to help fund the campaign towards achieving marriage equality.

Heartland's Managing Director, Nick Keukenmeester identified a special product to help explain Heartland's support for marriage equality.

"10 years ago our winemaker, Ben Glaetzer combined two grapes from different regions of Italy, Dolcetto from Piemonte and Lagrein from Alto Adige," Mr Keukenmeester said.

"Under Italian D.O.C rules it is not possible to marry grapes from different regions. If they do the wine must be labelled a 'vino da tavola'. These are seen as cheap table wines and so the relationship is devalued."

"Ben thought differently and could see that these two grapes completed one another and that this union should be acknowledged."

Mr Keukenmeester said it was the joining of these two grapes more than a decade ago that helped tell the story of why Heartland was for marriage equality.

"Marriage Equality is an issue of great importance to the Heartland team, not just from a personal perspective but because it is so obviously unfair and so very easy to resolve," Mr. Keukenmeester said.

"The union between Dolcetto and Lagrein was not seen as appropriate a decade ago. We changed people's minds. Now it seems obvious. If any Australian couple want to marry they should not be denied the same rights enjoyed by other Australians. It really is obvious."

Heartland has already pledged our support at **Australian Marriage Equality.org** and as of today we will also donate \$1 dollar to **Australian Marriage Equality.org** from every bottle of **Heartland Dolcetto & Lagrein** sold in Australia until the national vote is held.

For more information contact:

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<http://www.heartlandwines.com.au>

<https://www.facebook.com/DolcettoandLagrein>

www.australianmarriageequality.org