



MEDIA RELEASE

WOLF BLASS AND WARNER BROS. CONSUMER PRODUCTS LAUNCH A LIMITED EDITION 'HOUSE OF THE DRAGON' WINE

HBO's *House of the Dragon* is the hotly anticipated prequel to one of the most-watched TV series in history – *Game of Thrones*. To gear up for this exciting series launch, one of Australia's most iconic and award-winning premium wine brands, Wolf Blass, and Warner Bros. Consumer Products have partnered on a limited-edition wine in celebration of the show.

Available in three uniquely striking, limited-edition labels, fans can step back into the World of Westeros with the meticulously crafted **Wolf Blass' Fire & Blood Cabernet Shiraz**, a deliciously fiery, high quality, classic Australian red blend wine.

Chris Hatcher, Wolf Blass Chief Winemaker, added: "This classic Australian blend, was born out of Wolf Blass' spirited approach to soar above the rest, encapsulating the brand's refusal to settle and passionately strive for the best through premium, quality, affordable wine."

"This exciting partnership with Warner Bros. Consumer Products is the next chapter in the Wolf Blass story, defining the brand's philosophy now and into the future. It follows Wolfgang Blass' attitude to life and wine, challenging the status quo and encouraging fans and wine drinkers from around the world to not to settle for anything less than great," concluded Hatcher.

Wolf Blass' Fire & Blood Cabernet Shiraz is available in store now exclusively at Dan Murphy's and BWS nationally.

House of the Dragon will air globally, debuting in Australia on 22nd August 2022 on Foxtel and BINGE.

-ENDS-

For more information regarding Wolf Blass' Fire & Blood Cabernet Shiraz, please visit wolfblass.com or contact:

Zoe Tostevin

Wolf Blass PR Manager

zoe.tostevin@tweglobal.com | 0419 417 893



NOTE TO EDITORS

About Wolf Blass Wines

Wolf Blass was established in the Barossa Valley in 1966 and has grown from a humble tin shed to become one of the world's most successful and awarded wine brands. A recipient of more than 10,000 medals and trophies at national and international wine shows, the essence of Wolf Blass wines is exemplified through the passion of its custodian's past and present as they continuously strive to produce wines of quality, character and consistency.

Visit www.wolfblass.com

About House of the Dragon:

The reign of House Targaryen begins. *House of the Dragon*, the prequel to *Game of Thrones*, is coming to Foxtel and Binge on August 22nd. Based on George R.R. Martin's *Fire & Blood*, the series, which is set 200 years before the events of *Game of Thrones*, tells the story of House Targaryen.

Paddy Considine, Matt Smith, Olivia Cooke, Emma D'Arcy, Steve Toussaint, Eve Best, Fabien Frankel, Sonoya Mizuno, and Rhys Ifans to star. Additional cast members include Milly Alcock, Bethany Antonia, Phoebe Campbell, Emily Carey, Harry Collett, Ryan Corr, Tom Glynn-Carney, Jefferson Hall, David Horovitch, Wil Johnson, John Macmillan, Graham McTavish, Ewan Mitchell, Theo Nate, Matthew Needham, Bill Paterson, Phia Saban, Gavin Spokes, and Savannah Steyn.

Co-Creator/Executive Producer, George R.R. Martin; Co-Creator/Co-Showrunner/Executive Producer/Writer, Ryan Condal; Co-Showrunner/Executive Producer/Director, Miguel Sapochnik; Executive Producers Sara Hess, Jocelyn Diaz, Vince Gerardis, Ron Schmidt.

About Warner Bros. Consumer Products

Warner Bros. Consumer Products (WBCP), part of Warner Bros. Discovery Global Brands and Experiences, extends the company's powerful portfolio of entertainment brands and franchises into the lives of fans around the world. WBCP partners with best-in-class licensees globally on an award-winning range of toys, fashion, home décor, and publishing inspired by Warner Bros.' biggest franchises from DC, Wizarding World, Looney Tunes, Hanna-Barbera, *Game of Thrones*, Cartoon Network and Adult Swim. With innovative global licensing and merchandising programs, retail initiatives, and promotional partnerships, WBCP is one of the leading licensing and retail merchandising organizations in the world.

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