



### Mrs Wigley welcomes you to Saturday Afternoon

It started as a conversation among a few of the Wirra Wirra tribe at the cellar door over a glass of Mrs. Wigley Rosé. When was the best time of the week to enjoy a glass of rosé? The popular opinion was Saturday afternoon – kicking back after a week at work, maybe over a lazy picnic lunch or a drink and gossip after a morning's shopping with friends. The discussion then evolved from *when* to drink the wine to *where* and the idea for [www.saturdayafternoon.com.au](http://www.saturdayafternoon.com.au) was born.

In what is possibly a first for a winery, the Mrs. Wigley label is behind a new "what's on" website called [www.saturdayafternoon.com.au](http://www.saturdayafternoon.com.au). This lively new site is the best possible resource for all things great and small in the world of 'what's on this weekend'. From ideas on the most beautiful spot for a picnic lunch in the Adelaide Hills, to a family concert in Margaret River, a gig in an inner-city Sydney pub, or an off-the-wall art show in Melbourne, if it's happening, chances are it can be found at [www.saturdayafternoon.com.au](http://www.saturdayafternoon.com.au).

The Saturday Afternoon website is also a bit different to all other 'what's on' websites because it is so interactive, allowing users to submit their own events and ideas to the website and invite friends along. That way other invited Saturday Afternoon viewers can access information about your event and join in the fun. It also means the site is loaded with unique content and great ideas on how to spend your time that can't be found on any other website or at any other place.

Wirra Wirra Managing Director, Andrew Kay believes the site will catch users' imaginations because it is so practical and can be easily personalised. "We've all found ourselves away from home and checked out the local "What's On" guides, only to be confronted with the same generic big-ticket tourist propaganda," says Kay. "The Saturday Afternoon site taps in to a huge range of activities across a broad scope of interests, such that it will be a great resource for both locals and visitors to plan their weekends. The fact that users can also integrate the site with their Facebook account turns it into a very powerful online diary and social tool."

To make life even easier for users, a [www.saturdayafternoon.com.au](http://www.saturdayafternoon.com.au) iPhone application is also on its way.

And while the Wirra Wirra tribe believe that Saturday afternoon is the best time to enjoy a Mrs. Wigley Rosé or even Moscato – the website offers events and activities across a large selection of categories such as Food and Wine; Theatre; Music; Film; Health; Festivals and more for seven days of the week.

And who was Mrs. Wigley? Not the wife of Wirra Wirra founder Bob Wigley – he never married – but rather a friendly cat that loved nothing more than to laze in the sun outside the Wirra Wirra winery. Born at a neighbouring residence, she became part of the Wirra Wirra tribe after settling in the wineries open fermenters where she introduced a few offspring of her own. The tribe decided to posthumously give the late Bob Wigley the wife he never had and christened her Mrs. Wigley. While she didn't help out too much around the winery, she certainly knew what Saturday afternoon's were for.

The 2010 Mrs. Wigley Grenache Rosé has just been released and is made from 100% McLaren Vale Grenache grapes that provide a vibrant red cherry colour. The nose has a lovely raspberry lift with lashings of strawberries and cream. The dry, savoury finish makes this the perfect food wine or an easy glass for that lazy Saturday afternoon.

The Mrs. Wigley Moscato has all the elements of fun in a glass – it has a hint of fizz, a touch of sweetness and is the perfect afternoon drink with only 4.5% alc/vol. It's best served chilled, and enjoyed in the sunshine with friends.

What does your Saturday look like? To visit the website, go to [www.saturdayafternoon.com.au](http://www.saturdayafternoon.com.au)

Wirra Wirra 2010 Mrs. Wigley Rosé (**RRP\$18.50**) & 2009 Mrs. Wigley Moscato (**RRP\$ 18.50**) are available at leading liquor outlets nationally.

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