



MARGARET RIVER Wine News

MARGARET RIVER WINE INDUSTRY ASSOCIATION

88

DEC 2004

Red or White, Margaret River has it all.

A staggering 538 wines were judged at the Innovest 2004 Margaret River Wine Show from a record 108 exhibitors. Of those wines 22 gold, 57 silver and 138 bronze medals were awarded over 2 days of judging at the Margaret River Education Campus on the 1st and 2nd December 2004.



Brian Croser prepares for the start of the show

Brian Croser, winemaker and Executive Chairman of Petaluma chaired an impressive line up of national wine judges including Stephen Pannell, Louisa Rose, Tim White, Steve Charters and Jeremy Stockman.

Particular attention was paid to the show's Cabernet Sauvignon, described as 'an embarrassment of richness and class'. The wines were confirmation of the greatness of



Some of the 538 wines ready for judging

Cabernet Sauvignon and without doubt the outstanding class of the show.

In addition to the accolades for Cabernet Sauvignon, equal attention was paid to the Semillon/Sauvignon Blanc Blends, Chardonnay and Shiraz classes, demonstrating that Margaret River is a premium producer of both red and white varieties. The judges deemed Semillon/Sauvignon Blanc Blends as an essential wine style of the region, at its best juicy, mouth-wateringly fresh, intense and finely balanced. The best Chardonnays were exemplary of the Margaret River style, seamless, sculpted, tropical and stone fruit without overbearing oak. The Shiraz class caused lengthy discussion amongst the judges. The question was raised, will we come back in ten years to find Shiraz is held in the same stead as Cabernet Sauvignon?

The Best Overall Wine and Best Chardonnay were awarded to Ashbrook Estate for their 2002 Chardonnay. An excited Tony Devitt, a director of Ashbrook Estate said, 'we are delighted to have won the two trophies. Ashbrook Estate has had a long term focus on quality and it's pleasing to have this recognised amongst very elite company. We believe that Margaret River must continue to make the best wines possible and Ashbrook will strive to uphold this philosophy into the future.'

The other major award, Most Successful Exhibitor, was won again by Brookland Valley,



Proud winners (L-R) Brian Devitt, Ashbrook Estate; Cliff Royle, Voyager Estate; Andrew Gaman, Rockfield Estate; Clive Otto, Vasse Felix; Colin Ross, Brookland Valley; Richard Drake-Brockman, Harmelin Bay



The judging panel (L-R) Brian Croser, Jeremy Stockman, Steve Charters, Trudie Michels, Paul McArdle, Matthew Byrne, Louisa Rose, Steve Pannell, Andrew Gaman and Tim White

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Red or White, Margaret River has it

achieving an impressive 11 medals; 2 gold, 4 silver and 5 bronze for their Brookland Valley Estate and Verse 1 wines. Colin Ross, Vinoyard Manager and Production Coordinator thanked the soils of Margaret River when accepting the trophy at last Thursday's awards presentation. 'The clever use of sub regional vineyards which created the Verse 1 wines was a strength of that label', he said.

Henry Kusal, Director, Innovest Construction is very pleased with the event. 'This event is one we feel will only grow in stature and profile. I congratulate

the Association on a well run and highly successful show of which we were proud to be the major sponsor. Congratulations also to Geoff Barrett at Watershed Winery for a superbly organized evening', he said.

Terrific feedback about Margaret River and its wine was provided by the judges. The show was extremely well received by all the judges and was displayed in a venue purpose built for such an event. The Margaret River Education Campus facility provided excellent temperatures, lighting and facilities which made for a relaxed yet focussed judging team.



Annette Hutton, Ed Tomlinson (Chief Steward) and Kym Eyres prepare wines for judging

Information about the Innovest 2004 Wine Show is available from www.margaretriverwine.org.au



Bonny Miller, Adam Elton, Anita Smith, Gail Varis (Lecturer) and Janine Jennings

Tafe Students lend a hand

for the 2004 Innovest Margaret River Wine Show Exhibitor's Tasting

Four students of the Margaret River TAFE Campus will be concluding their two year course on a high this December, thanks to an irresistible opportunity put forward by the Margaret River Wine Industry Association. As part of their final unit in their Cellar Door Sales / Wine Tourism course, the students have played a role in the preparation and running of the Innovest 2004 Margaret River Wine Show Exhibitors Tasting, hosted at the Margaret River Education Campus' winery facility on Friday the 3rd of December.

The TAFE students' involvement with the Exhibitor Tasting added a fresh, new dimension to the event. The students played an active role in both the formulating of ideas and organisation of the exhibitor tasting and all four were hands on during the day, contributing to the overall success of the event. Adam Elton, Janine Jennings, Anita Smith and Bonny Miller worked hard over the course of the event, winning the praise of MRWIA staff.

The Exhibitors Tasting presents an opportunity for representatives of the wineries who entered the wine show to taste the wines entered by other exhibitors and receive valuable feedback from the judges both

informally and in a formal address. The event also provides an important networking opportunity between the judges, media, established wine industry figures and many other devotees to the ever-emerging Margaret River wine industry. Further showcasing the new winemaking facilities of the education campus to the wine industry is another key benefit of the event's location.

Tasks undertaken by the TAFE students ranged from venue set-up and equipment hire. To further contribute to the events atmosphere and enjoyment, they took the additional step of organising a delightful display of local food produce supplied by Cahoots, Yshava Koffeee, Holy Smoked, Olio Bello and the Geographe Cheese Company.

In previous years, the students have chosen to host events such as the Variety Club Quiz Night at Leeuwin Estate. However, given the reduced numbers in this year class, the Margaret River Wine Show has provided a unique opportunity to experience what goes into running such an important regional event.



A bank with a nose for the Margaret River.

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**Best Shiraz Varietal Award:
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**Best Cabernet Varietal Award:
B.B. Vinkem**
P 02 9248 5222

**Best Cabernet Blend Varietal Award:
Cospak/ACI Glass Packaging**
P 08 9350 6700

**Optimus Alius (Best Other)
Varietal Award:
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P 08 9750 1499



Brian Devitt from Ashbrook received his trophy for Best Overall Wine from Jean Cedric De Guy, Nadale Australia.

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Goodbye to a treasure

Ian Mayo, General Manager of Cape Mentelle and long-standing treasurer of MRWIA, has sadly left Margaret River. Staff and committee of MRWIA would like to extend our appreciation for Ian's financial and management assistance over the last four years, as well as his terrific sense of humour. Ian's dedication to the association is to be applauded and he will be greatly missed.

All the best for the future Ian!

Merchandise

Labels poster - The 'Labels Poster' depicts the labels of 68 producing members and looks simply fantastic. The poster comes in an original state for \$15 or block mounted for \$35.

Tasting glasses - Tasting glasses etched with the exclusive Margaret River Wine Brand are available for \$33 for a set of 6. These XL5 glasses are recommended by experts as the optimum tasting glass. Discounts for members.

Personalised number plates

- The number plates can really make your vehicle stand out. With plates starting from \$330 call MRWIA to see which numbers are still available.



How is our Wine Show developing?

After three years the wine show has grown incredibly fast and attracted a lot of attention from the local wine producers, national and international media and high calibre judges.

2002

Number of entries 356

Number of exhibitors 81

Best White Wine of the Show

2001 Thompson's Estate Chardonnay

Best Red Wine of the Show

2001 Reserve Cabernet Sauvignon

Most Successful Exhibitor

Voyager Estate

2003

Number of entries 420

Number of exhibitors 86

Best Overall Wine

2002 Sandalford Cabernet Sauvignon

Most Successful Exhibitor

Brookland Valley

2004

Number of entries 538

Number of exhibitors 108

Best Overall Wine

2002 Ashbrook Chardonnay

Most Successful Exhibitor

Brookland Valley

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