

## WHO CAME TO VISIT? - FESTIVAL FACTS



Vintage Festival Visitors

Each year the Margaret River Wine Industry Association commissions Smart Events to find out the where, why and how of our Festival goers.

While the final report is yet to be officially released we can share with you the following from the draft report.

This year saw a slight rise in the number of women attending increasing from sixty to sixty five percent. The majority of Festival goers were aged 45 to 54 (25%), but only just with the 35 to 44 year olds at 24% and the 24 to 34 year olds at 23%.

The number of people from Perth jumped from fifty percent last year to seventy one percent this year with the number of locals at the event falling from fifteen percent to eight

percent, those from other parts of WA accounted for eleven percent of the visitors and ten percent were from Interstate and overseas.

Some new questions were posed for the 2010 Wine Festival and it is great to see that seventy six percent of the people surveyed said they would purchase Margaret River wine ahead of wine from other Australian regions. When asked why people purchase Margaret River wine forty one percent said that it 'tastes good', twenty five percent bought it because it was 'good quality' and nineteen percent said that they 'like to support the local industry'.

Also it is interesting to note that seventy percent of those questioned were aware that the Margaret River Wine Region covers two shires.

## 2010 PEOPLE'S CHOICE POSTER ART COMPETITION

The third annual Margaret River Wine Region Festival People's Choice Poster Art Competition was held at the Vintage Festival on Saturday 10 April.

Artisans are invited to submit a piece of work that is representative of the region's wine, people, lifestyle, produce, the natural environment or the Festival itself. The works are placed on display at the Vintage Festival and visitors are invited to vote for the piece that they think will be best incorporated into the following year's Festival poster.

For the second year running local artist Jenny Sanderson was successful in securing the most votes with her piece "My Half Full Glass Overflows". Jenny is overjoyed at winning once

again and the news was especially exciting as her 2009 winning entry had sold at the Cabernet Cabaret Silent Auction the night before raising valuable funds for local fire brigades. Jenny is always inspired by community involvement, especially to be part of raising funds through art. "I think it is very important to trust your own intuition and to believe in the flow of creativity, especially if you are coming from your heart with passion and working for the right reasons," said Jenny.



**My Half Full Glass Overflows** by Jenny Sanderson

*My Half Full Glass Overflows* will be the centre piece of the 2011 Margaret River Wine Region Festival poster.

With grateful thanks to the sponsors and partners of the  
2010 Margaret River Wine Region Festival



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MARGARET RIVER WINE NEWS

June 2010

## 2010 MARGARET RIVER WINE REGION FESTIVAL



The sell out inaugural Slow Food Long Table Feast at Leeuwin Estate was a fabulous start to the Wine Festival on Thursday 8 April. One hundred and twenty people enjoyed wine and food from the Margaret River region cooked by Rob Gough from Settlers Tavern, Tony Howell of Cape Lodge, Dany Angove of Leeuwin Estate, Aaron Carr of Vasse Felix and Franco & Lella Gimelli from Relish The Experience. Thursday's events then continued at the Dunsborough Street Fiesta with an estimated 800 people attending at the central town park. The Dunsborough Yallingup CCI, the Association's partners in the street party, were ecstatic at the turn out with some

main street businesses electing to stay open for late trading because of the throng. All up a great platform to build upon for 2011 so that the vintage celebrations can extend throughout the Margaret River wine region. The Margaret River main highway closure to allow for the Street Fiesta on Friday afternoon was again very well attended with an estimated crowd throughout the evening of 2,800; this was then followed by a sold out Cabernet Cabaret and Auction at Xanadu. MC Jeremy Oliver was extremely complimentary about Margaret River's status in the wine world for Cabernet Sauvignon saying we were one of the top three wine

regions (alongside Bordeaux and Napa Valley) in the world for the "royal" variety – not a bad comparison at all with it again pointing to a good long term future for the region. The Beatles were the theme for the evening and The FabFour tribute band had everyone twist and shouting! Saturday saw the Vintage Festival crowd at Leeuwin Estate brave the inclement weather which fortunately only saw a couple of small showers followed by bursts of sunshine to dry everything off. Another great day of sampling the region's fine wines and gourmet delights was had by all whilst enjoying entertainment from local talent.

This year saw the introduction of a series of Masterclasses at the Vintage Festival which were run by wine commentator Jeremy Oliver and esteemed winemaker Vanya Cullen. Participants were taken through the characteristics and nuances of Semillon / Sauvignon Blanc, Chardonnay, Shiraz and Cabernet Sauvignon. The Vintage Concert on Sunday was family day with plenty of entertainment for the kids with rides and appearances by Lisa's World and Gnarley Grom Marley. The adults got another taste of the region's finest before kicking back to an afternoon of live music from a variety of local acts and headlined by Aussie rockers Jon Stevens and Daryl Braithwaite.



## WIN A CELLAR COMPETITION WINNER

For the first time this year's Margaret River Wine Region Festival Win a Cellar Competition prize draw took place on radio station 96FM during the breakfast show. On Thursday 8 April it was announced that the lucky winner is David Ferguson from Perth who was called live on air. David was completely taken aback that he had won anything at all and especially that it was a cellar full of Margaret River wine of which he is a huge fan!

Entry into the competition is only via the Wine Festival website [margaretriverfestival.com](http://margaretriverfestival.com) with only one entry permitted per person. Each year someone has the chance to win 40 cases of fabulous Margaret River wine from the wineries participating in the event. Those entering the competition are also given the opportunity to sign up to become a Margaret River Lover, so everyone is a winner in the end!



**Cellar-bration!:** Lucky winner David Ferguson with a small sample of his win!

## TWIST & SHOUT - NOT SO SILENT AUCTION!

The Beatles were the theme for the evening at this year's Cabernet Cabaret held at Xanadu on Friday 9 April. Over 240 people danced the night away to The FabFour whilst enjoying sublime Margaret River wines and exquisitely prepared food. MC Jeremy Oliver not only had great things to say about our region but he also revved up the crowd into bidding on an exciting array of items for sale in the auction. These included: 5 bottles of Flametree's Jimmy Watson Award winning 2007 Cabernet Merlot; a vertical six pack of Cape Mentelle Cabernet from 2004, 2005 & 2006; a Churchview 6L Methuselah 2007

Cabernet; a mixed case of wines from Tassell Park; a magnum of 2007 Limited Release Xanadu Cabernet Sauvignon; three bottles of 2008 Xanadu Reserve Chardonnay; original artworks by Jenny Sanderson and Karin Luciano; a Paul Rigby print; necklace by Trish Durham Designs and a Sgt Peppers Lonely Hearts Club album. In all thousands of dollars were raised for the local fire fighters. Also up for auction on the evening was the first of the CowParade cows to go up for sale. Painted by local artist Deanne Haddrow in the style of The Beatles White album, "Cila" fetched \$6,500 and will be heading to Melbourne in July.



**Beetle Mania:** screaming fans greeted party goers as they made their way into the Cabaret

## WINE TAX

The recent Federal budget brought down included some of the items put forward by the Henry Taxation Review however this did not extend to alcohol. There was a great fear in the industry that the Government would amend the taxation treatment of wine as an alcoholic beverage in the very challenging times we are in and remove the WET rebate amongst other changes as well. Some in the wine industry believed the status quo should remain and this is what has eventuated but it should be noted that while the Government choose to reject the Henry recommendations for a single flat volumetric rate for alcohol it did so with qualification. The Government

advised that for business and community it will not "change alcohol tax in the middle of a wine glut and where there is an industry restructure underway". There is no doubt that the taxation treatment of wine as an alcoholic beverage will remain in the public arena; the industry must be prepared for this matter to be raised again. Developing and arguing strategically for a position on wine tax must occur and the Association through its Vice President, Nigel Gallop (Fraser Gallop Estate), is very active in this area. Further information will be brought to the Margaret River wine industry's attention as it becomes available.



## A MESSAGE FROM THE ASSOCIATION PRESIDENT

Enough has been said about the challenging times we are in; we are all aware of the situation and are doing our best to sustain and strengthen our individual businesses and subsequently, the region. Your Association Board is focusing now more than ever on the need to market and promote our brand. We are developing a strategic brand platform which will consolidate and intensify what people already know about Margaret River wines. It has been so encouraging over the past six months to have influential

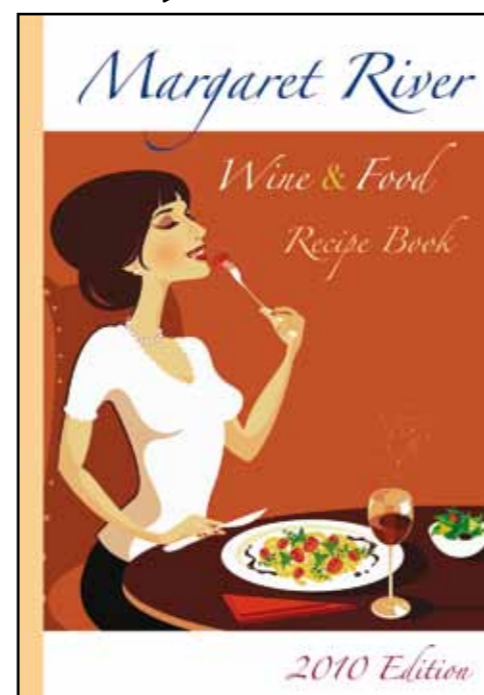
wine industry personalities give our region some remarkable praise. Huon Hooke commented that we, unlike any other region in Australia, have a "wine culture" that will put us in good stead for the future. Jeremy Oliver made the statement that we are one of the three great Cabernet regions of the world. It is good to be modest, but let us not forget the acclaim we have received and allow ourselves to be heartened by it. The 2010 Wine Festival is another success that we continue to build on. The introduction of the Masterclasses

was well received and I am sure will become a tradition. A delegation of international wine buyers attended the festivities and was very impressed with our wines, our regional landscape and our hospitality. The Association looks forward to rolling out our marketing initiatives as the year progresses and seeing the Margaret River wine brand forge ahead.



-Leah Clearwater

## MARGARET RIVER WINE & FOOD RECIPE BOOK



One of the key strategic requirements of the Margaret River Wine Industry Association is the protection and development of the Margaret River wine brand both domestically and internationally. It is exciting therefore to see that over 50 wineries took part in the first Margaret River Wine & Food Recipe Book.

It's no secret that wine and food are two of life's truly great pleasures and bring family and friends together the world over. The marriage of fine wine and food, enjoyed in the best of company, is an age-old celebration of life itself.

The book is unique in that we have asked our winery members to draw on their own culinary flair to provide a favourite recipe that is a perfect accompaniment for one of their own wines. The result is a deliciously varied array of regional Margaret River dishes and outstanding wines.

What's more, we have taken the science out of wine and food matching for chefs, cooks and bottle washers alike! Every entrée, main and dessert is ideally matched to a great wine by our winery gourmets.

Margaret River is made up of producers ranging from small niche vineyards to large labels of international renown - all sharing the common vision that quality counts and the basic truth that Margaret River is as close to wine paradise as you can get.

All we've done here is provide another platform for Margaret River wineries to highlight their passion and share it with great food - there's simply no better partnership.

Contact the Association on 9757 9330 for where to purchase the Margaret River Wine & Food Recipe Book or look out for it in participating cellar doors and local bookshops.

## 2009 MARGARET RIVER WINE SHOW MIXED CASE OFFER

The Margaret River Regional Wine Centre has partnered with the Margaret River Wine Industry Association and put together a special mixed case made up from medal winning wines from the 2009 Lavan Legal Margaret River Wine Show.

The selection features two Trophy, five Gold and five Silver medal winning wines and can be purchased by clicking on the link from the home page of the Wine Association website [www.margaretriverwine.org.au](http://www.margaretriverwine.org.au). At just \$299 this is a great opportunity to purchase a fine selection of some of the best wine from the region.

The wines featured are: Merops Shiraz 2008 (Trophy), Voyager Girt By

Sea Cabernet Merlot 2007(Trophy), Brookland Valley Vs 1 Shiraz 2007 (Gold), Celestial Bay Cabernet Sauvignon 2007 (Gold), Fraser Gallop Semillon Sauvignon Blanc 2009 (Gold), Rosily Sauvignon Blanc 2009 (Gold), Amarok Estate Chenin Blanc 2009 (Silver), Clownfish Sauvignon Blanc Semillon 2009 (Silver), Happs Chardonnay 2007 (Silver), Moss Brothers Wilyabrup Cabernet Merlot 2007 (Silver), Tassell Park Private Bin Cabernet Sauvignon 2007 (Silver), Xanadu Margaret River Chardonnay 2008 (Silver).

Order your mixed case now from [www.margaretriverwine.org.au](http://www.margaretriverwine.org.au) while stocks last!



### MRWIA EVENT CALENDAR

August 10	Wine Show Exhibitor Schedule Available
28 Sep 10	Annual General Meeting
11 Oct 10	Wine Show Entries Due
Oct 10	Margaret River Wine in Perth
16-18 Nov 10	Wine Show Entries Delivery
24-25 Nov 10	Wine Show Judging
25 Nov 10	Wine Show Gala Dinner
26 Nov 10	Wine Show Exhibitor Tasting
April 11	Margaret River Wine Region Festival