



RED OR WHITE, MARGARET RIVER HAS IT ALL

INNOVEST 2004 MARGARET RIVER WINE SHOW Media Release

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, 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 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. A very 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, achieving an impressive 11 medals; 2 gold, 4 silver and 5 bronze for their Brookland Valley Estate and Verse 1 wines. Colin Ross, Vineyard 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.

Terrific feedback about Margaret River 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.

For further details about the Innovest 2004 Margaret River Wine Show please phone Raelene Pethica on 9757 3916, email raelene@margaretriverwine.org.au or visit www.margaretriverwine.org.au where you can view all results.

***Innovest is a Yallingup based construction company specialising in commercial and winery projects. In recent years the company has been awarded for its expertise in tilt-up panel projects and winery construction. Since 1997, Innovest has enjoyed being part of the growth of the Margaret River region.**



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