



LOCAL COMPANY CONTINUES TO SUPPORT MARGARET RIVER REGIONAL WINE SHOW Media Release

Local company Innovest is again the major sponsor of this year's Margaret River Wine Show to be held December 1st – 3rd 2004, continuing the valued support provided for the 2002 event.

The Innovest Margaret River Wine Show focuses on wine produced from Margaret River GI fruit and will provide an opportunity for wine producers to get a glimpse of the region as a whole, to benchmark their wines and receive constructive feedback.

Ron Fraser, President of the MRWIA said "Innovest's continued valuable support as our naming rights sponsor enables MRWIA to present the high quality wine show that Margaret River producers expect and deserve".

Innovest General Manager Ann Willis said the company was pleased to be sponsoring the wine show for the second year.

"Each year the wine show's credibility and profile grows and naturally we are delighted to be a part of this. Importantly for us, the partnership recognises the role the Margaret River wine industry has had in shaping Innovest, which has built close to twenty winery related projects in the region."

In keeping with the ever-increasing profile of the show Brian Groser, winemaker and Executive Chairman of Petaluma, will be taking the role of Chairperson at this year's event. Recently awarded Decanter Man of the Year, Brian's involvement, with his national and international experience will be of great benefit to all involved. Other judges who will help make up the two judging panels are Iain Riggs, Brokenwood Wines; Louisa Rose, Yalumba; Tim White, Australian Financial Review and Grapegrower & Winemaker; Steve Pannell, Independent Consultant; Steve Charters, EDU lecturer and Master of Wine and Jeremy Stockman, Vintage Cellars.

Selection of the best possible judges and the technical detail required to organise the Innovest 2004 Margaret River Wine Show would not be possible without the dedicated Margaret River Wine Show Committee. The Margaret River winemakers who have given their time and expertise for the this year's wine show committee are David Dowden, Vasse Felix; John Durham, Cape Mentelle; Trevor Kent, Cullen Wines; Mark Messenger, Juniper Estate; Stuart Pym, Devils Lair; Richard Rowe, Evans & Tate; Cliff Royle, Voyager Estate; Ed Tomlinson, Lenton Brae & Virginia Willcock, Australian Wine Holdings Limited. This group of very experienced volunteers continue to strive to improve on the already successful formula used in previous shows and 2004 is shaping up to be the best Margaret River Wine Show to date.

For further details about the Innovest 2004 Margaret River Wine Show please phone Raelene Pethica on 9757 3916 or email raelene@margaretriverwine.org.au

***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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