



BRIAN CROSER TO CHAIR INNOVEST 2004 MARGARET RIVER WINE SHOW Media Release

Margaret River Wine Industry Association is delighted to announce that Brian Croser, winemaker and Executive Chairman of Petaluma will be taking the role of Chairperson at this year's Margaret River Wine Show. The event is to be staged 1st – 3rd December 2004.

Ron Fraser, MRWIA's new President, believes that Brian Croser will ably build on the successes of predecessor John Hanley whose time and involvement was integral to the first two Margaret River Wine Show events.

"The integrity and respect that Brian is recognised for in the wine industry will greatly add to the already successful Margaret River wine show.

The Margaret River wine show is the best opportunity for the region's producers to showcase their wines alongside their peers. Brian's involvement, with his national and international experience will be of enormous benefit to all involved.

I would encourage all eligible producers to recognise the opportunity and get behind the 2004 show which is promising to be the best yet."

Brian Croser has been closely involved in the administration and evolution of the modern Australian wine industry.

Brian was Chairman of Judges at the Adelaide Wine Show from 1991 to 1995. He was also Chairman of Judges at Canberra Wine Show and is currently the Chairman of the Sydney Wine Show.

In 1997 Brian received the Maurice O'Shea Award for contribution to the Australian wine industry and received the Rabobank Award for Agribusiness Leader of the Year 1997.

In June of 2000 in the Queen's Birthday Honors List, Brian Croser was made an Officer of the Order of Australia for service to the Australian wine industry, particularly through the provision of leadership to industry organisations, support for education and research in winemaking and representation of industry interests to government.

Virginia Willcock, Chair of the Margaret River Wine Show Committee said, "Brian is one of the most experienced people in the wine industry and has been a leader in pushing greater quality in the Australian wine industry for many years. With his massive experience in judging wines all over the country we are extremely happy to have Brian Croser as our Chairman of Judges. We know that Brian will bring to us everything the Margaret River wine show is about; great judging to express the finest wines from the region and great feedback for all producers to continue improving everything we do".

***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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