

Media Release: 3rd March 2010



Vintage 2010

**Move over Australia. HERE COMES GEELONG!!
(the best wine in the country. . .just keeps getting better!)**

With the vast majority of vineyards in the thick of harvest, local vignerons are anticipating Vintage 2010 will see wines evolve that will categorically cement Geelong's status as one of Australia's premiere wine regions.

"The Geelong region already boasts an enviable reputation for spectacular cool climate wines and Vintage 2010 is shaping up to catapult this reputation to new heights," said Robyn Fitzpatrick, Geelong Winegrowers Association Executive.

"Although we are still in drought, our region has been blessed with reasonable rainfall during critical growth periods which has provided solid, sustained nourishment for our vines. Climate influences have seen natural attrition in terms of yield but ironically, this is a good thing - the resultant quality of fruit and varietal intensity across the board will be first rate," Ms Fitzpatrick said.

"Luckily, this season has also seen our vines spared from any enduring spates of severe heat – they have enjoyed a long, slow ripening period which means there will be some sensational aromatics shining through in the not too distant future, particularly in the reds – Pinot Noir, Shiraz and Cabernet Sauvignon."

Ms Fitzpatrick said one of the wonderful things that set the Geelong wine region apart was that it embraced three dynamic sub regions – The Bellarine, Moorabool Valley and The Surf Coast.

"Each sub region boasts its own unique micro climate and 'terroir' which impact upon ultimate wine offerings. The result is that wine lovers can visit Geelong and be tantalised by an incredibly broad range of palate nuances – delicate fingerprints of each sub region, yet all part of one greater region – and they are all fabulous!"

Ms Fitzpatrick said the GWA website www.winegeelong.com.au provided lots of information about Geelong wine, the three sub regions as well as details of the host of local wineries where people could enjoy some of the best wines in Australia – literally in their own backyard.

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