



Media Release – October 19, 2010

Gold! Gold! Gold! Geelong Wine Show above national average medal standing

The culmination of the 2010 Geelong Wine Show (GWS) has seen the event – and Geelong wine – showcased as going from strength to strength. With the 12th annual wine show resulting in a higher than national average showing of gold medals, GWS Judging Panel Chair, Huon Hooke - Australia's leading wine judge and industry commentator - has commended the exceptional standard of entries submitted for this region's prestigious wine competition.

GWS 2010 saw nearly 200 local wines compete head-to-head. All wines submitted had to be crafted from Geelong grown fruit. With judging criteria matching stringent international standards, Mr Hooke's discussion of statistical analysis clearly reinforced the fact that Geelong wine stands tall against the best in Australia and the world. The medal tally included 14 Gold, 21 Silver and 51 Bronze - a total of 86 (45%) medals.

Show Convenor, Matthew Di Sciascio said whilst entries were slightly down on last year due to the effects of the heat and drought on the 2009 vintage, the great news was that total number of medals was well up, in particular 14 GOLD - five up on last year.

“With 7.5% of wines entered being awarded Gold medals, it is well above national wine show average and a great indicator of the superb quality of wines produced here in Geelong,” Mr Di Sciascio said.

Commenting on Geelong varietals, Huon Hooke particularly praised Geelong chardonnay.

“Geelong does wonderful Chardonnay (51% medals including 3 Gold) in this area. With great richness and complexity on one hand and incredible finesse on the other hand, it's probably your strongest suit,” Mr Hooke said.

Mr Hooke went on to discuss the tremendous calibre of Geelong Pinot Gris, Shiraz and Pinot Noir.

“Good Pinot Gris (50% medals including 2 gold) is a lovely drink and Geelong is able to produce both Pinot Gris and Grigio styles with great finesse and texture that rolls across your tongue with harmony and poise that any avid Pinot Gris critic would enjoy drinking.”

“Geelong produces Shiraz (50% medals including 4 gold) with great intensity of flavour, length of palate, intensity of nose with good varietal spicy aromas that are not excessively

alcoholic, tannic or oaky. Just at a time when drinkers are tiring of the big body slamming style of some other regions and are now looking for something a little more subtle. Geelong can make this more elegant, drinkable style that we all prefer.”

“Geelong Pinot Noir (the largest class this year with 49% medals including 4 Gold) is quite structured, powerful and muscular compared to other Pinot Noir producing regions - it has serious gravitas and presence on the palate and this should be encouraged,” Mr Hooke said.

A Snap Shot of Geelong Wine Show Results

Williams & Jackson Trophy – Best Wine of the Show

Lethbridge Wines – 2009 Que Syrah Syrah

Plumm Wine Glasses Award – Most Successful Exhibitor

Clyde Park

VinVista Products Trophy – Best Oak Matured Chardonnay

2008 Marcus Hill Vineyard Chardonnay

Total Eden Trophy – Best Pinot Noir

2008 Mt Moriac Estate Pinot Noir

Kauri NZ Trophy - Best Shiraz

Lethbridge Wines – 2009 Que Syrah Syrah

Label HQ Trophy – Best Other White or Red Varietal or Blend

2010 Clyde Park Pinot Gris

Of the 40 wineries exhibiting 29 received medals. Top Performers included:

7 Medals – Clyde Park, Lethbridge Wines, Bellbrae Estate

6 Medals – Oakdene Vineyards

5 Medals – Leura Park Estate, Mermerus

4 Medals – Austins Wines, Marcus Hill Vineyard, Mc Glashans Wallington Estate, Spence

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