



Royal Agricultural Society of NSW

**MEDIA RELEASE**

**1 June, 2010**

## **PRESIDENT'S MEDAL JUDGES VISIT YALUMBA WINE COMPANY**

Yalumba, Australia's oldest family-owned winery, based in Angaston South Australia, will show off their award winning wine production operation on Wednesday June 2, as judges decide if it's the best of the best in Australian agricultural production.

The Yalumba Wine Company is one of six finalists in the 2010 President's Medal, awarded by the Royal Agricultural Society of NSW (RAS), Australia's only competition pitting award-winning producers from the food and wine industries against each other, with the winner taking home \$10,000 in cash.

The Yalumba Hand Picked Barossa Shiraz Viognier 2008 was awarded 'The Rudy Komon Memorial Perpetual Trophy' presented to the Exhibitor of the best Shiraz/Viognier at the 2010 Sydney Royal Wine Show. From this the winery was nominated as a finalist in the unique President's Medal, which is judged on a whole-of-company approach to the production and marketing of their product.

Judges Simon Marnie (ABC Weekends presenter and passionate foodie) and Scott Davenport (Industry and Investment NSW Chief Economist) will visit Yalumba's operation to evaluate the producer's financial, social and environmental performance in their manufacturing and marketing processes, along with their passion, commitment and enthusiasm.

The Yalumba Wine Company is up against five other 2010 finalists: Holy Goat Cheese (VIC); Huon Aquaculture (TAS); Bulla Dairy Foods (VIC); T & R Pastoral (SA); and Peter Lehmann Wine (SA).

Robert Hill Smith, Yalumba's fifth generation proprietor and vigneron, says such recognition by the RAS is a rewarding occasion for the family and all members of the company.

"Yalumba is a thriving, independent wine company, valuing leadership, innovation, quality and experimentation over all," says Mr Hill Smith.

"For my family, and the greater Yalumba community, this nomination is a worthwhile reminder that our journey to becoming Australia's finest independent winemaker is on track."

As a wine business operating in the rural environment for more than 160 years, Mr Hill Smith says Yalumba understands the significance of sustainability.

"This is our platform for crafting a folio of authentic Australian wines, such as the Hand Picked Shiraz Viognier, which performed so well at the 2010 Sydney Royal Wine Show."

A further round of judging will take place in Sydney on July 1 to analyse the market acceptance and point of sale appeal of each product, which will be led by renowned Australian chef Justin North and a representative from Woolworths.

RAS President Glenn Dudley said the President's Medal recognises the multifaceted approach to food production required in the competitive domestic and international market.

**Royal Agricultural Society of NSW** ABN 69 793 644 351 Sydney Showground  
1 Showground Road Sydney Olympic Park NSW 2127 Locked Bag 4317 Sydney Olympic Park NSW 2127  
Telephone (02) 9704 1111 Facsimile (02) 9704 1122 Email: [info@rasnsw.com.au](mailto:info@rasnsw.com.au) [www.rasnsw.com.au](http://www.rasnsw.com.au)

*Forging the future of Australian agriculture through competition and education*

"The President's Medal raises consumer awareness and rewards producers who use sustainable practices to develop outstanding products.

"The prestigious award is fitting recognition for Australia's world class food and wine industries and I congratulate the Yalumba Wine Company on their nomination," Mr Dudley said.

The President's Medal will be presented at a gala dinner on Wednesday July 14, 2010, at the Four Seasons Hotel Sydney. Tickets can be purchased online from May 19 at [www.rasnsw.com.au/presidentsmedal.htm](http://www.rasnsw.com.au/presidentsmedal.htm)

The President's Medal is proudly sponsored by Industry and Investment NSW and Woolworths Ltd.

**Further media information:**

Philippa Lampe, RAS Manager Media & Public Relations

**P** (02) 9704 1453 **M** 0419 483 407 **E** [plampe@rasnsw.com.au](mailto:plampe@rasnsw.com.au)