

MEDIA RELEASE

7 January, 2010

2010 MACQUARIE GROUP SYDNEY ROYAL WINE SHOW 1 - 4 February 2010

Media invited to attend judging sessions

Australia's top wine judges are preparing to critique more than 2290 wines entered in the 2010 Macquarie Group Sydney Royal Wine Show.

2010 is set to provide another outstanding year of entries, with representation from nearly every wine region in Australia ranging from the Margaret River in Western Australia to Tamar Valley in Tasmania. 35 trophies and numerous Gold, Silver and Bronze medals will be awarded covering varietal and fortified wines and brandy.

Chairman of Judges, Iain Riggs says the 2010 Macquarie Group Sydney Royal Wine Show is always eagerly awaited by industry.

"The Sydney Royal Wine Show has always had great support from the Australian wine industry with 2010 no exception and it's particularly exciting to see that 158 first time exhibitors will be vying for Sydney Royal recognition at this year's Show. Each varietal will also be well represented this year, with the full spectrum of varieties and styles put before the judges," Mr Riggs said.

This year two new trophies have been added to the list. The first is the Len Evans Perpetual Trophy, named after the late Len Evans AO OBE, which is awarded for the best exhibit in the Named Vineyard classes.

RAS Wine Committee Chairman David Clarke, believes the trophy is a fitting way to honour the late Chairman of Judges' contribution to the Wine Show.

"Len is often referred to as the godfather of the Australian wine industry and as a man who truly put our wine industry on the map. We are delighted to recognise and honour his considerable contribution with this trophy," he said.

The inaugural presentation of The James Busby Annual Prize will also take place at this year's Show. The trophy will be awarded to the winemaker of the Best Wine or Brandy exhibited by a NSW winery.

"James Busby is another stalwart of our industry. Busby was responsible for importing virtually all of the vines now established in New South Wales, and also a large share of Victorian and South Australian plants", Mr Clarke said.

The Sydney Royal Wine Show is pleased to welcome Mr Ch'ng Poh Tiong as this year's international guest judge.

"We are looking forward to working with Poh Tiong who is a well respected wine commentator and writer based in Singapore. He is best known as the publisher of The Wine Review, the oldest and most widely read wine publication in South East Asia, Hong Kong and China", said Mr Riggs.

"The judging panels include a selection of winemakers, wine media, trade and educators who bring diverse skills and experience to their judging roles," Mr Riggs said.

REWARDING EXCELLENCE IN AUSTRALIAN AGRICULTURE

Sydney Royal represents a stellar history and tradition of champions from the early competitions in the 1800's to the modern day. While the competition structure and award criteria have been refined and improved, in 2010 a medal win still embodies impartial judging standards, outstanding quality assessment and world class analysis.

"By regularly reviewing our classes, we are able to stay relevant and at the forefront of industry developments. Credibility is extremely important to the RAS and it is gratifying to see 2294 entries this year, especially from so many new exhibitors," said Mr Clarke.

The Macquarie Group Sydney Royal Wine Show is not only committed to awarding the best of the best, but also ensuring that the level of quality is maintained in the years to come, particularly through education initiatives.

"The RAS is proud to be hosting the **McWilliams Wine Academy Training** on Tuesday 2 February at the Showground. This will see a select group of up and coming industry participants benchmark their skills and knowledge against the experts," said Mr Clarke.

In conjunction with the McWilliams Wine Academy Training, the RAS is also ensuring the future of the industry through its involvement with the mentoring program run by Wine Communicators of Australia - "**Young Guns and Gurus**", with several participants given an insight into the Wine Show's judging process.

"The Macquarie Group Sydney Royal Wine Show is unique in this respect in that it gives such a special insight into the behind the scenes workings of wine show judging. The aim is to give the participants access to a number of Australia's premier wine judges and expose them to the judges' thoughts on wine quality and industry direction," said Mr Clarke.

Closed door judging – Media invited to attend Monday 1 February – Wednesday 3 February

Judging, while closed to the public, is open to the media. Media are invited to attend at the following times:

| | |
|----------------------|------------|
| Monday 1 February | 12pm – 4pm |
| Tuesday 2 February | 11am – 2pm |
| Wednesday 3 February | 11am – 2pm |

Results will be released at 9pm Thursday 11 February via www.sydneyroyalshows.com.au/wine

Chairman of judges Iain Riggs will be available for interview and picture opportunities.

Open Door Cellar Tasting Saturday 13 February 11am – 4pm

Hosted by "the Wine Man" Peter Bourne

Following the release of results, the cellar doors will open to the public on Saturday 13 February from 11am until 4pm for an exclusive preview of the best wines of 2010.

Cellar tasting tickets cost \$65 and include:

- Unlimited tastings of medal winning wines
- A copy of the results catalogue

REWARDING EXCELLENCE IN AUSTRALIAN AGRICULTURE

A division of the **Royal Agricultural Society of NSW** ABN 69 793 644 351

Sydney Showground, 1 Showground Road, Sydney Olympic Park NSW 2127 t 02 9704 1111 f 02 9704 1122 www.sydneyroyalshows.com.au

- A selection of medal winning products from the Fine Food, Cheese and Dairy Produce Shows for sample and tasting
- Entry to an exclusive Judges' Tutorial where guests will learn all about the judging system, new varietals and trends, and, most importantly, how to taste wine like a professional.
- A Riedel wine glass to take home

People attending this year's Cellar Tasting will also be offered the opportunity to book into a Riedel Glass Tutorial for \$79.95 per person which includes four Riedel Vinum glasses valued at \$189.

Tickets can be purchased online at www.sydneyroyalshows.com.au/wine

For further information, interview and image requests contact:

Philippa Lampe
RAS Media and Public Relations Manager
P (02) 9704 1453 M 0419 483 407 E plampe@rasnsw.com.au

Eliza Newton
RAS Media and Public Relations Coordinator
P (02) 9704 1471 E enewton@rasnsw.com.au

REWARDING EXCELLENCE IN AUSTRALIAN AGRICULTURE