

MEDIA RELEASE

Monday 27 April, 2009

PRESIDENT'S MEDAL JUDGES VISIT PARINGA ESTATE

Paringa Estate winery at Red Hill South on the Victoria's Mornington Peninsula will this Wednesday show how the passion and drive to continually improve have created a reputation for quality, as judges decide if it's the best of the best in Australian agricultural production.

Paringa Estate is one of six finalists in the 2009 President's Medal, awarded by the **Royal Agricultural Society of NSW (RAS)** and Australia's only competition pitting award-winning producers from the food and wine industries against each other for \$10,000 in cash.

At the 2009 Macquarie Group Sydney Royal Wine Show Paringa Estate won five trophies, including Best Wine of the Show with their 2006 Estate Shiraz. From this the company was nominated as a finalist in the unique President's Medal, which is judged on a whole-of-company approach to production and marketing of their Champion product.

Judges Simon Marnie (ABC Radio) and Scott Davenport (NSW Department of Primary Industries Chief Economist) will visit Paringa's operation to evaluate the producer's financial, social and environmental performance in their manufacturing and marketing processes.

Paringa Estate is up against five other 2009 finalists: Bulla Dairy Foods (VIC); Gold Coast Marine Aquaculture (QLD); Gundowring Fine Foods (VIC); Richard Gunner's Fine Meats (SA) and wine giant Tyrrell's Vineyards Pty Ltd (NSW).

The winery was established on a once derelict orchard in 1985 by owner and winemaker Lindsay McCall, who is really pleased to gain recognition for the Shiraz.

"We're known mainly as a Pinot producer, but the 2006 season really allowed the Shiraz grapes to reach their maximum potential of ripeness and flavour, and that's reflected in the wine. All the grapes used in the Estate Shiraz are grown on the home vineyard, which has the best of care and attention," Mr McCall said.

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

"The President's Medal raises consumer awareness and rewards producers who use sustainable practices to develop outstanding products. Judges will be looking at financial, social and environmental performance, market acceptance, and the passion, commitment and enthusiasm of the producer.

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

The President's Medal will be presented at a gala dinner in Sydney on Wednesday 20 May 2009. It is proudly supported and sponsored by the NSW Department of Primary Industries and Woolworths Ltd.

Further media information:

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