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## MEDIA INFORMATION

2 April, 2009

### **Qantas Wine Show of Western Australia – the state’s premier wine show – to adopt Riedel glasses for all judging**

The Qantas Wine Show of Western Australia, the state’s premier wine show judging exclusively Western Australian wines, has announced a new sponsorship agreement with the Mount Barker Co-op spanning 3 years, and enabling the show to purchase a full compliment of Riedel glasses to be used in judging the more than 1100 entries received each year.

The announcement follows remarks by then Chief Judge, James Halliday at the 30<sup>th</sup> Anniversary Awards Dinner in October 2007, reinforcing that Riedel glasses were increasingly becoming the industry norm for judging in major wine shows across Australia and the world.

2008 saw the introduction of Riedels for judging in the show for the first time through an agreement with Cullen Wines, in which the Wine Show effectively borrowed the glasses from the winery for the judging period.

However Wine Show Committee Chair, Bill Spencer said the new sponsorship agreement with the Mount Barker Co-op would put the show in a superb position moving forward, enabling it to confidently ensure top quality Riedel glasses would be used every year and the judging standards of the show would remain in line with all other premier wine shows nationally and internationally, allowing entered wines every opportunity to show well.

“We welcome the new partnership with the Mount Barker Co-op,” Mr Spencer said.

“The Wine Show has its strongest roots in Mount Barker where it began as part of the Mount Barker Agricultural Show in 1978, and where today the judging continues to take place.”

“During that time, it has been the commitment and enthusiasm of the Mount Barker area and its wine industry which has sustained the show and built it into the state’s premier wine show,” he said. “This new partnership reinforces those connections and the value that the area continues to bring to the wine industry and the Qantas Wine Show of Western Australia.”

Chairman Chris Enright, of the Mount Barker Co-Op, said they were extremely pleased to be joining the Wine Show as a major sponsor in 2009, pointing out that the show held great significance for the Mount Barker region.

“The Co-operative is a proud supporter of its community and local industries, and we feel the opportunity to become more involved with the Qantas Wine Show of Western Australia strongly reflects the interests and values of our membership,” Mr Enright said.

“The wine industry is an important and burgeoning part of this region’s output, and the Wine Show acknowledges not only the agricultural roots of wine growing in Western Australia but, importantly, the entire journey of wine from grape to bottle across the state.”

The Wine Show, now entering its 32<sup>nd</sup> year, will see internationally respected judge and winemaker, Vanya Cullen take the reins from Mr Halliday as Chief Judge in 2009.

“From a judging perspective, there is no question that the availability of Riedel glasses equips us with the best possible opportunity for assessing and judging wines,” Ms Cullen said.

The 2009 judging will take place in Mount Barker from the 6<sup>th</sup> to the 8<sup>th</sup> of October, with entries open for exhibitors from late August.

The gala Awards Dinner will be held at the Hyatt Regency Perth on Tuesday 20<sup>th</sup> October, where winners will be announced and industry legends honoured. The following week, on Wednesday 28<sup>th</sup>, the Wine Show will hold the annual Top 50 Tasting, offering wine lovers the opportunity to taste the 50 top-pointed wines from the 2009 show.

Since bringing the Awards Dinner to Perth in 2006, the opportunities for Western Australia’s award winning wines to be profiled to a qualified audience of wine loving consumers has grown significantly, with the show acting as a barometer of the best wines to purchase each year.

For further information on the Qantas Wine Show of Western Australia, visit the website at [www.wineshowwa.com.au](http://www.wineshowwa.com.au).

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