

MEDIA RELEASE
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For immediate release



Entries open for wine competition

Entries for the 2009 International Aromatic Wine Competition are now open. The competition, run by the Canterbury A&P Association in conjunction with the Royal New Zealand Show, has commenced its search for the best of the best aromatic wine varieties available in the market for New Zealand wine drinkers

The competition is open to all Riesling, Sauvignon Blanc, Pinot Gris, Gewürztraminer, Viognier and other wine varieties including Muscat and Verdeldo, made in an aromatic style from any internationally recognised region.

The competition also includes a class for the Best Label. Judged by design industry professionals, the class recognises the importance of branding and the significance of the consumer's first contact with the product.

The chairman of judges Terry Copeland leads a panel of experienced judges for the rigorous testing process. The judges' backgrounds in wine vary greatly and add to the depth and creditability of the overall judging. Judges include: Terry Copeland, Ben Glover (Wither Hills Vineyard), Jane Boyle (New Zealand Wine Cellars), Rex Ormandy (Vino Fino), Sam Smail (Whitehaven), Sarah Burton (Indevin), Anna Flowerday (Te Whare Ra Wines), Cath Oates (Marlborough Vintners), Petter Evans (Sherwood Estate), and Jim Harre.

Wines compete for Gold, Silver and Bronze Medals with an overall winner decided from each variety receiving the section trophy. Section trophies include: VinPro Champion Riesling Trophy, National Bank Private Banking Champion Sauvignon Blanc Trophy, Fruitfed Supplies Champion Pinot Gris Trophy, Champion Gewürztraminer Trophy, Champion Viognier Trophy, and Champion Label Trophy.

All section winners will then compete for the Supreme Champion Wine In Show.

"New Zealand Sauvignon Blanc is globally acclaimed as the benchmark for this varietal on the international stage having won Supreme Champion Wine for the past three years. With the growing success of other varieties, particularly Riesling, Pinot Gris and Gewürztraminer, we are eager for some fierce competition for the title", commented Competition Convenor Rae Finlay

Entries close 5pm Wednesday 14 October with winners announced on Tuesday 20 October 2009. Winning wines will be on display at the Royal New Zealand Show in the Food & Wine NZ Pavilion.

The Royal New Zealand Show runs from 11-13 November at Canterbury Agricultural Park Christchurch. Attracting 120,000 people, over 7000 livestock and feature competition entries and close to 600 trade exhibitors, plus three full days of entertainment, it is the premier agricultural and pastoral event in the country.

For further information please contact
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Visit nzcupandshow.co.nz for all the events on from 7 to 14 November during New Zealand Cup and Show Week.

