

## MEDIA RELEASE

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For immediate release



# Gewurztraminer takes out top wine title

Following a rigorous weekend of judging, Whitehaven Marlborough Gewurztraminer 2010 has been awarded the Supreme Champion Wine In Show Trophy at the 2011 International Aromatic Wine Competition.

Located in Marlborough's "golden mile" of wine production, Whitehaven's modern winery produces the full range of Marlborough wines including Sauvignon Blanc, Chardonnay, Gewurztraminer, Pinot Gris, Riesling, Pinot Noir and Rose. Winemaker Sam Smail has led Whitehaven's talented winemaking team for over a decade. Sam and his team are focused on a portfolio of wines that deliver an enviable mix of quality, intensity and consistency.

Now in its ninth year, the International Aromatic Wine Competition is open to all Riesling, Sauvignon Blanc, Pinot Gris, Gewurztraminer, Viognier and other wine varieties including Gruner Veltliner, Verdello, Arneis and Sauvignon Gris, made in an aromatic style from any internationally recognised region.

Record entries were received this year with 260 medals awarded including 21 Gold Medals, 66 Silver Medals and 173 Bronze Medals, from 408 entries. An overall winner, decided from each variety, received the section trophy with all section winners competing for the Supreme Champion Wine In Show.

Chairman of Judges Terry Copeland led a panel of experienced, industry experts including: Jane Boyle (Wine Consultant), Rex Ormandy (Vino Fino Wine), Petter Evans (Sherwood Estate), Yvonne Lorkin (Beverages Editor Dish Magazine), Jo Burzynska (Wine Editor NZ Herald Viva) and Jim Harre (New Zealand Winegrowers).

Harre commented on the quality of the entries "The winning Gewurztraminer is a stand-out and great to see a fantastic example of this variety take the top award. As you would expect the Riesling class again demonstrated the diversity of this variety and the great growing sites we have that produce such consistently good wines. The strength of the 2011 vintage in Sauvignon Blanc has again been recognised in the number of Gold Medal wines in this class, the Sauvignon Blanc's from 2010 are still showing well, with vibrancy and freshness."

Copeland commented on the Supreme Champion Wine In Show "Gewurztraminer without a doubt is the most fragrant and intense of all the aromatic varieties and as such is often the hardest to perfect in terms of balance and elegance. The Whitehaven Marlborough Gewurztraminer 2010 is a worthy winner as it displays the very essence of the aromatic style – fragrant, almost perfumy with a complex array of Turkish delight, lychee and ruby grapefruit notes, nutmeg and floral pepper tones, all supported by layers of texture providing depth and long length. A great wine on all levels."



All medal winning wines will be on display at the Canterbury A&P Show in the Food & Wine NZ Pavilion. The 2011 Canterbury A&P Show will be held Wednesday 9 to Friday 11 November at Canterbury Agricultural Park in Christchurch. It is the largest A&P Show in the country attracting over 100,000 people, close to 7000 livestock and feature competition entries and 600 trade exhibitors.

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