

MEDIA RELEASE

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For immediate release



Supreme Champion wine a sellout

The recipient of the Supreme Champion Wine In Show at the 2010 International Aromatic Wine Competition, West Brook Winery, are pleased to announce that their winning wine West Brook Marlborough Gewurztraminer 2010 has sold out.

“Both our Gewurztraminers were particular favourites at the cellar door as well as in export markets. With the 2011 now in bottle it will be interesting to see how that is accepted by the market” commented West Brook Winery Winemaker James Rowan.

The International Aromatic Wine Competition, now in its ninth year, focuses on aromatic wines including Riesling, Sauvignon Blanc, Pinot Gris, Gewürztraminer, Viognier and other wine varieties including Muscat, Verdello, Arneis and Sauvignon Gris, made in an aromatic style from any internationally recognised region. The purpose of the competition is to highlight to consumers the best aromatic wine varieties available in the New Zealand market for the wine drinker.

“It is great to see that wine judges have been able to exercise their passion for the aromatics as well as winegrowers interpreting the varieties in almost every region of New Zealand” said Rowan.

Wines compete for Gold, Silver and Bronze Medals with an overall winner decided from each variety receiving the section trophy. All section winners then compete for the Supreme Champion Wine In Show.

“We were suitably shocked and delighted with the awards won at last year’s competition, as we were in some pretty fine company. It cannot be said enough how the energy put into growing the fruit is the absolute key to great aromatic wines” added Rowan.

Entries are now open for the 2011 International Aromatic Wine Competition. Chairman of judges Terry Copeland will lead a panel of experienced judges for the rigorous testing process. Judges include 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).

Entries close 5pm Tuesday 4 October with winners announced on Wednesday 12 October 2011. 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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