

# 2011 Margaret River Wine Show

22 - 25 November 2011

Margaret River Education Campus

## Exhibitor Schedule



### Important Wine Show Dates

28 October 2011 (C.O.B.)	Closing date for entries
28 October 2011	Entry payment due
14 - 16 November 2011	Delivery of wine for judging (MREC)
22 November 2011	Masterclass
23 - 24 November 2011	Judging of exhibitor entries
24 November 2011	Gala Awards Dinner
25 November 2011	Exhibitor Tasting



MARGARET RIVER WINE INDUSTRY ASSOCIATION

# **2011 Margaret River Wine Show**

Margaret River Education Campus  
22 November to 25 November 2011

## **Masterclass**

Xanadu

3pm Tuesday 22 November 2011

## **Gala Awards Evening**

Saracen Estates

6.30pm Thursday 24 November 2011

## **Exhibitors' Tasting**

Margaret River Education Campus

8.30am - 11.30am Friday 25 November 2011

## **Margaret River Wine Industry Association**

Nigel Gallop

President

Nick Power

Chief Executive Officer

Pip Heaford

Membership & Events Manager

Sue Jackman

Administration Officer

## **Wine Show Subcommittee**

Stuart Watson (Chair)

Woodlands Wines

Charlotte Newton

Curtin University

Clive Otto

Fraser Gallop Estate

Cliff Royle

Flametree Wines

Edward Tomlinson

Lenton Brae

Wine Show Contact:

Margaret River Wine Industry Association

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# 2011 Margaret River Wine Show

## WINE SHOW JUDGES

Ian Riggs (Chair)	Winemaker - Brokenwood, Hunter Valley
Kim Bickley	Sommelier - Hilton Sydney & Glass Brasserie
Matt Byrne	Winemaker - Evans & Tate
Jane Faulkner	Wine Writer - Melbourne
Stuart Halliday	Sommelier - Tetsuya's, Sydney
Lim Hwee Peng (International)	Wine Consultant & Educator - Singapore & China
Will Shields	Winemaker - Clairault Wines
Tyson Stelzer	Wine Writer - Brisbane
Nick Stock	Wine Writer - Melbourne

### Associate Judges

Mark Barrett-Lennard  
David Longden  
Richard Moore

Lenton Brae  
Harmans Ridge  
Dan Murphy's

### Special Associate Judge

Emma Gillespie

Curtin University Sensory Award Winner 2010

### Chief Steward

Greg Garnish

Winemaker - Churchview Estate



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# 2011 Margaret River Wine Show

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# 2011 Margaret River Wine Show

## TROPHIES

Most Successful Exhibitor	1 - 30	Dan Murphy's
Best Red Wine of Show	6 - 10, 15 - 19, 24 - 26	Portavin
Best White Wine of Show	1 - 5, 11 - 14, 20 - 23	Labelworld
Best Cabernet Sauvignon	6, 15	O-I
Best Chardonnay	1, 11	Loscam
Best Exhibition Wine	27 - 30	Seasol International
Best Single Vineyard Estate Red Wine	24 - 26	SWAT
Best Single Vineyard Estate White Wine	22 - 23	Boars Rock
Best Cabernet Sauvignon Predominant Blend	7, 16	Cospak
Best Sauvignon Blanc	2, 12	MRWIA (TBC)
Best Blends of Sauvignon Blanc and Semillon	3, 13	Vinline
Best Shiraz	9, 18	Visy
Optimus Alias (Best Other)	4, 5, 8, 10, 14, 17, 19, 20, 21	MRWIA (TBC)

'Most Successful Exhibitor' trophy is awarded to the principle wine brand\* scoring the most points. Points are accrued in the following manner:

Gold medal	5 points
Silver medal	3 points
Bronze medal	1 point

An additional two (2) points will be allocated to a wine receiving a trophy.

Wines considered for this award are restricted to any Exhibitors' top five (5) awards and excludes classes 31 & 32. In the event of a tie, the exhibitor with the highest number of gold medal wines will be awarded the trophy. If a tie still exists, the exhibitor with the highest number of silver medals will be awarded the trophy. Should a tie still exists, the exhibitor with the highest number of bronze medals will be awarded the trophy.

\*Refer to Exhibitor Rules & Regulations - Point F on page 7.

## SCHEDULE OF CLASSES

<b>Class #</b>	<b>2011 WHITES &amp; ROSÉ</b>
1	Chardonnay
2	Sauvignon Blanc
3	Blends of Sauvignon Blanc and Semillon
4	Other White Blends and Varietals eg: Chenin Blanc, Riesling, Semillon, Verdelho, etc
5	Rosé
<b>2010/09 REDS</b>	
6	Cabernet Sauvignon
7	Cabernet Sauvignon Predominant Blends
8	Merlot
9	Shiraz
10	Other Red Blends & Varietals
<b>2010/09 WHITES</b>	
11	Chardonnay
12	Sauvignon Blanc
13	Blends of Sauvignon Blanc and Semillon
14	Other White Blends and Varietals eg: Chenin Blanc, Riesling, Semillon, Verdelho, etc
<b>2008/07 REDS</b>	
15	Cabernet Sauvignon
16	Cabernet Sauvignon Predominant Blends
17	Merlot
18	Shiraz
19	Other Red Blends & Varietals
<b>SPARKLING WINES</b>	
20	Sparkling Wine (bottle fermented and disgorged)
<b>SWEET WINES</b>	
21	Sweet White Table Wine (over 15gm/l)
<b>SINGLE VINEYARD ESTATE WHITE</b>	
22	Chardonnay
23	Sauvignon Blanc, Semillon and Blends Of
<b>SINGLE VINEYARD ESTATE RED</b>	
24	Cabernet Sauvignon
25	Cabernet Sauvignon Predominant Blends
26	Reds other than Cabernet Sauvignon or Cabernet Sauvignon Predominant Blends
<b>EXHIBITION WINES</b>	
27	2008 or older Chardonnay
28	2008 or older White other than Chardonnay
29	2006 or older Cabernet Sauvignon / Cabernet Sauvignon Predominant Blends
30	2006 or older Red other than Cabernet Sauvignon / Cab Sauvignon Predominant Blends
<b>NON-COMMERCIAL WINES</b>	
31	Red Wine (any variety and vintage)
32	White Wine (any variety and vintage)

# 2011 Margaret River Wine Show

## NEW IN 2011

### Entry Fees

To cover the increased costs associated with the Wine Show entry fees have had to be increased to \$55 and \$110 (inc GST) for members and non-members respectively. The effective 'double' differential between entry fees has been maintained to advance the benefits of being a member of the Association.

### Class 23

Changed from Whites other than Chardonnay to Sauvignon Blanc, Semillon and Blends Of.

## AGAIN IN 2011

### Entries by Principal Brand Name

In order to better clarify the position with companies owning one or more wine brands all wines entered MUST be exhibited under the principal brand name and NOT under the parent company name; in essence the entry should reflect the label.

### National Wine Show of Australia

All 2011 Gold Medal winners will be invited to enter the 2012 National Wine Show of Australia. The NWSA only invites entries from across Australia in premium, commercial and aged classes for table, sparkling wines from qualifying wine shows such as Margaret River.

### Single Vineyard Estate Classes and Awards

Exhibits eligible for the Single Vineyard Trophy must contain a minimum of 95% of wine produced from a single named vineyard, the name of which appears on the commercial label of the wine. The named vineyard must be a single block, continuous and defined to the satisfaction of the Margaret River Wine Industry Association.

### Sugar Levels

Sugar levels are now requested for ALL entries. Exhibitors are required to indicate whether the wine is above 7.5gm/l, between 5.0gm/l and 7.5gm/l, between 2.5gm/l and 5.0gm/l or below 2.5gm/l.



# 2011 Margaret River Wine Show

## EXHIBITOR RULES & REGULATIONS

### ELIGIBILITY

**A.** Wines are only eligible if from the Margaret River Geographical Indications (GI). All entries must therefore comply with the Label Integrity Programme (LIP) regulations and be made from grapes sourced within Margaret River (85% minimum). The regional boundary is defined as any grapes grown west of the Gladstone Line (115° 18' East).

**B.** Exhibits must comply with all Commonwealth and State Acts, governing the production and labelling of Australian wine. In particular Australian Wine and Brandy Corporation Act, State Food Act and ANZ Food Standards Code (Standard 4.1.1).

**C.** No wine may be entered in more than one class. An exhibitor may not enter more than three different wines in any one class.

**D.** Exhibits eligible for the Single Vineyard Trophy must contain a minimum of 95% of wine produced from a single named vineyard, the name of which appears on the commercial label of the wine. The named vineyard must be a single block, continuous and defined to the satisfaction of the Margaret River Wine Industry Association.

**E.** The exhibitor must be the producer/proprietor of the commercial mark under which the product is sold.

**F.** Wines must be entered under the principal brand name - NOT under a parent/subsidiary company name. The entry should reflect the label. It is a requirement that wines are entered into the class which most reflects how they are or will be commercially labeled.

**G.** Wineries must hold the minimum quantities of stock in bottle. Wine that is not bottled as at 14 November 2011 is ineligible.

- |      |                         |                                    |
|------|-------------------------|------------------------------------|
| i.   | Classes 1 – 20, 22 - 26 | 100 cases (9L equivalent per case) |
| ii.  | Class 21                | 50 cases (9L equivalent per case)  |
| iii. | Classes 27 – 30         | No case requirement                |
| iv.  | Classes 31 – 32         | No case requirement                |

**H.** Exhibits must be from commercially bottled stock, preferably carrying the exhibitor's normal commercial label and bottled prior to 14 November 2011. The wine exhibited for judging therefore must be the same wine made available for sale through general distribution channels including retail outlets and/or cellar door.

**I.** Tank or barrel samples will be disqualified (see 'Audit').

# 2011 Margaret River Wine Show

**J.** Vintage, variety and varietal blend composition must comply with Australian Label Integrity Programme (LIP) regulations.

**K.** Cabernet Sauvignon and Cabernet Sauvignon blends must be entered into the appropriate class, as named on their commercial label. For instance, if a wine is labelled Cabernet Merlot, it must be entered into a Cabernet predominant blend class. (Refer AWBC Regulation 20)

**L.** Wines may, at the discretion of the Judges, be transferred to more appropriate classes.

**M.** Exhibitors must be producers of wine for public sale and licensed as per the laws of the Western Australian State Government Department of Racing, Gaming and Liquor.

**N.** Class 31 and 32 only are open to non-commercial labels produced by growers, students, winemaking amateurs etc. These wines will receive commendations only. Wines must use Margaret River GI fruit. The wines entered in these classes will not be eligible for trophies.

**O.** The Margaret River Wine Industry Association reserves the right to accept, reject or disqualify any entry. Any exhibitor breaking any regulation may be disqualified from this and future shows.

**P.** All exhibits become the property of the Margaret River Wine Industry Association and will be used for marketing and promotional purposes.

## USE OF TROPHY NAMES and/or WINE SHOW LOGO

Any use of trophy name and logo for promotional and advertising purposes must include the name '2011 Margaret River Wine Show'.

Medals can only be displayed as per the ASVO 'Code of Practice for Display of Awards' ([www.asvo.com.au/wineshows](http://www.asvo.com.au/wineshows)).

The Association will ensure that the Margaret River Wine Show maintains the highest integrity and credibility through compliance with the ASVO code of practice. Exhibitors are asked to respect the award system with accurate advertising of trophy and medal awarded wines.

# 2011 Margaret River Wine Show

## TIME LINES

Entry forms	To be returned by 5pm Friday 28 October 2011
Delivery of wine	<b>Monday 14 Nov to Wednesday 16 Nov 2011</b> Margaret River Education Campus Winery Facility Bussell Highway, Margaret River Between 12.00pm to 4.00pm only

## ENTRY FORMS

Exhibits must be clearly stated on the entry form supplied by the Wine Show with full details of:

- A.** Class number
- B.** Varietal breakdown with percentages listed in descending order
- C.** Vintage
- D.** Full Commercial name of product\*
- E.** Cases held in stock at time of entry
- F.** Sugar levels for all entries
- G.** Sub region (proposed) of grapes

\*Please note the full commercial title will be used for the Exhibitor Results Book. Please do not list the wine name simply as its variety.

## ENTRY FEES

Entries will not be accepted unless accompanied by fees and please note these are not refundable.

- \$55 (inc gst) per entry for MRWIA members
- \$110 (inc gst) per entry for non-MRWIA members
- \$22 (inc gst) per entry for classes 31 & 32 only for MRWIA members
- \$33 (inc gst) per entry for classes 31 & 32 only for non-MRWIA members
- \$6.60 (inc gst) postage & handling per exhibitor

# 2011 Margaret River Wine Show

## **LABELS & PREPARATION**

- A.** Commercial labels are preferred on entries and will not bear any influence on judging given the format of pouring (see Judging Process).
- B.** Entry labels will be prepared from information supplied by the exhibitor on the entry form and mailed to exhibitors for placing on bottles. Please ensure that the entry labels supplied are NOT stuck over any existing labels on bottles.
- C.** Number of bottles per entry:
  - i.** Table wines Classes 1-19, 22-26 Four 750ml bottles or equivalent
  - ii.** Sparkling Wine Class 20 Four 750ml bottles or equivalent
  - iii.** Sweet Wines Class 21 Three 750ml bottles or equivalent
  - iv.** Exhibition Wines Classes 27 - 30 Two 750ml bottles or equivalent
  - v.** Non-Commercial Wines 31 - 32 Four 750ml bottles or equivalent

## **DELIVERY DETAILS**

Exhibitor wines to be delivered to

Where: Margaret River Education Campus, Winery Facility  
Bussell Hwy, Margaret River.  
Dates: Monday 14 November to Wednesday 16 November 2011  
Time: Between 12.00pm to 4.00pm

Please ensure that only a member of the MRWIA staff or Wine Show Subcommittee signs for delivery of your wine stock. The Margaret River Wine Industry Association will NOT be held liable for wine delivered to other areas of the education campus, the Association office, or outside of delivery times.

Wineries with a large number of entries will be contacted to organise a set delivery time.

# 2011 Margaret River Wine Show

## JUDGING PROCESS

**A.** Trophies will only be awarded to Gold medal winning wines. In the instance that more than one gold medal is awarded in a class, only the top pointed gold will be eligible for a trophy.

Gold	55.5 points and over
Silver	51.0 to 55.0 points
Bronze	46.5 to 50.5 points

**B.** All entries will be judged on points allocated by each of the judges in a panel as follows:

Colour and clarity	3 points
Bouquet	7 points
Palate	10 points
TOTAL	20 points (to the nearest 0.5 point)

**C.** There will be three (3) judges per panel with each using a 20 point scoring system, therefore scores will be displayed out of 60. All entries will be scored with results available at the Exhibitors Tasting on Friday 25 November 2011.

**D.** Awards may be withheld in any class where exhibits are considered unworthy.

**E.** Judges and Associate Judges shall not at any time prior to the announcement of awards have any access or knowledge as to the identity of the wines.

**F.** The identity of wines, other than variety, vintage and sugar levels, are not available to judges.

**G.** The judging of trophies is to use the "Borda Count" as per the recommendations of the ASVO. In the instance of a tie, the Chairman of Judges will be entitled to make a casting vote to confer the award.

**H.** The Wine Show Chairman will also fulfil the role as a Panel Leader.

# 2011 Margaret River Wine Show

## AUDIT REQUIREMENTS

The 2011 Margaret River Wine Show audit procedures have been based with reference to the Australian Society of Viticulture and Oenology (ASVO) Wine Show Committee audit recommendations as laid down by the 12<sup>th</sup> Australian Wine Industry Technical Conference ([www.asvo.com.au/wineshows](http://www.asvo.com.au/wineshows)).

### Pre-Show Audit

Immediately following the receipt of all samples, a draw of 1 percent of the entries will be made to audit the entries.

An independent accredited ASVO auditor will be appointed by the MRWIA to make an inspection of entries to ensure compliance with the 2011 Margaret River Wine Show Exhibitor's Schedule rules and regulations. This will involve an audit of the wine storage facility.

Two (2) sample bottles will be taken for an on-table audit comparison with the entry/entries during judging.

Where an accredited ASVO auditor is not available, alternative arrangements will be made such as the appointment of an independent auditor.

### Post Show Audit

Following the presentation of Awards, a further random selection of all entered wines (including Award and/or non-Award winning wines) will be made to ensure compliance with the 2011 Margaret River Wine Show Exhibitor's Schedule rules and regulations.

### MRWIA Representation

An official of the Margaret River Wine Industry Association will accompany the auditor during inspections conducted under the 2011 Margaret River Wine Show Exhibitor's Schedule rules and regulations.



# 2011 Margaret River Wine Show

## PROVISION OF AWARD WINNING WINE

Exhibitors with trophy winning wines will be required to provide two additional bottles of wine for the 'Exhibitor Tasting'.

Exhibitors who are gold medal winners for classes 1 – 26 will be required to provide the Association with two cases (24 bottles) of their award winning wines.

Over the past few years the Association has utilised the wine supplied for tasting with international visitors, promotional displays, product placements and future wine dinners. This will continue in 2011 and beyond seeing a far greater emphasis on highlighting success at the Margaret River Wine Show with other Association events and initiatives; for example the Margaret River Wine in Sydney and Melbourne tasting days being held in October 2011.

This wine will become the property of the MRWIA and, as an asset is fully auditable each financial year.



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# 2011 Margaret River Wine Show

## NOTES ON SCHEDULE OF CLASSES

Class 4 includes all other white blends and varietals including Chenin Blanc, Riesling, Semillon, Verdelho, etc.

Cabernet classes must be selected based on the wine's commercial label. For instance, a wine labelled as a Cabernet Merlot cannot be entered into Class 6 or 15 but must be entered into a Cabernet Sauvignon Predominant Blend class (7 or 16).

Judges can separate the classes, based on the vintages, for judging purposes at their discretion.

Sugar levels are requested for all entries. Exhibitors are required to indicate whether the wine is above 7.5gm/l, between 5.0gm/l and 7.5gm/l, between 2.5gm/l and 5.0gm/l or below 2.5gm/l.

For the Non-Commercial Classes, refer to point (I) under Eligibility.



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## **2011 Margaret River Wine Show GALA AWARDS DINNER**

### **Saracen Estates**

incorporating the  
Duckstein Brewery

**Thursday 24 November 2011**

**6.30pm for 7pm start**

**Dress: Formal & Glamorous**

**Tickets \$125 (inc GST) each**

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Saracen Estates, Vasse Felix, Xanadu**

# 2011 Margaret River Wine Show

## EXHIBITOR TASTING

The Exhibitor Tasting will start promptly at 8.30am on Friday 25 November 2011 with the Judges' comments at the top entrance of the winery.

Once the Judges have given their comments, exhibitors will be invited to move down onto the winery floor to taste the wines.

Judges' comments will be recorded and will be available for download from the MRWIA website at a future date.

**A pass will be required for entry and will be strictly enforced.**

Passes will be sent in accordance to the following scale.

1 – 10 entries = two passes

11 – 30 entries = three passes

More than 30 entries = four passes

No additional passes will be issued or sold. Due to liquor license regulations, entry must and will be refused without a pass.

Wineries may choose to share their passes by allowing one person to enter, taste wines and come out, giving a second person an opportunity to use the pass to enter. Again, due to the liquor license restrictions and space restrictions, these conditions will be strictly enforced.

Trophy awarded wines will be taken out of their classes and poured by stewards.



**The 2011 Margaret River Wine Show is proudly brought to you by the  
Margaret River Wine Industry Association**

🕒 Encouraging and promoting excellence in growing premium fruit and producing high quality wine

🕒 Conducting and aiding in research into viticulture and winemaking

🕒 Safeguarding and promoting the Margaret River wine brand and the interests of members

**If you would like to support the Association that supports the region, become a member today.**

Please contact Nick Power, Chief Executive Officer or the office on 9757 9330 or at [events@margaretriverwine.org.au](mailto:events@margaretriverwine.org.au).