

## **PRESS RELEASE**

17 May 2010

# **The 2010 Vintage Cellars National Wine Show Of Australia**

The Royal National Capital Agricultural Society has announced significant changes to the Vintage Cellars National Wine Show of Australia for 2010.

The Vintage Cellars National Wine Show of Australia, held in Canberra in November each year, has since its inception in 1977 been the premier show for Australian wines. The purpose of the Show is to judge and promote the best of the best Australian Wines. Wines must qualify through Australian regional and capital city wine shows to enter the premium classes. The Show sets the aspirational standard for wine makers in Australia.

The Vintage Cellars National Wine Show of Australia has led the way in promoting innovation in wine shows. The Show was the first to introduce Riedel glasses for judging, including flutes for sparkling wine judging, which greatly improved the ability of judges to detect wines of superior quality and also faulty wines.

From 2010, a new section for wines made from individual vineyards has been introduced. This section highlights the growing importance of region and *terroir* for Australian wines, particularly exported wines. The importance of regionality is emphasised with the acceptance of 3 more qualifying regional shows: Canberra Regional Wine Show, Margaret River Wine Show and Yarra Valley wine Show.

Australia has many small to medium wine producers who are often excluded from wine shows because of the requirement to make minimum quantities of the wines entered. Many of these producers are at the forefront of winemaking innovation. The volume requirements for the premium classes have been halved, to encourage these innovative producers to enter their wines. To further encourage smaller producers, and innovation, the Winewise Small Vignerons Awards and the Alternative Varieties Wine Show have been accepted as qualifying shows.

From 2010, the Show will not be accepting entries from New Zealand. Wines from New Zealand were first included over 20 years ago to assist the New Zealand wine industry in the development of its wine styles. Since then, the New Zealand wine industry has developed to become a significant producer of high quality wines. Over the same time, the New Zealand Wine Society Royal Easter Wine Show and Wine Institute of New Zealand's Air New Zealand Wine Awards have developed to become successful shows for New Zealand wines. The international marketplace now recognizes Australia and New Zealand as significant producers of some of the highest quality wines in the world and our respective wine shows reflect that success. With this change, the Vintage Cellars National Wine Show of Australia becomes the truly national show for Australia.

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