



## MEDIA RELEASE

### **Celebrate Australia Day with Australian Wine – you wouldn't dare drink anything else!**

On 26 January, chances are many Australians will be enjoying a cool glass of Aussie wine rather than a traditional 'cold one', as figures show consumption increased 11 per cent in the decade from 2000 to 2010.

These figures from peak industry body Wine Australia revealed Australians consumed on average 24.5 litres of wine in 2010 in comparison to 22 litres in 2000. Wine Australia wants to make sure on our national day that Australians keep their wine choice Aussie.

In readiness for our biggest collaborative wine event to be held from 12-29 April – A+ Australian Wine Celebration – Wine Australia is encouraging everyone to fill their wine glasses with Australian wine on our national day. Wine Australia encourages all those active on Twitter to help celebrate Australian wine by using the hashtags #AussieWines or #auswines.

Wine Australia Regional Director Aaron Brasher said 26 January was the perfect day for people to get patriotic about the wine they drink.

"It makes sense to drink Australian wine while eating Australian produce, watching Michael Clarke and the Aussies do battle with India and wearing as many boxing kangaroo emblazoned items of clothing as possible," Brasher said.

"I think Australians need to know there is a shift taking place in the wines being produced and the past 12 months have been somewhat of a coming of age for wine in Australia. We have more balance in what's being produced with big shiraz being matched by cool climate pinot noir, and full-flavour chardonnay joined on the shelves by zesty riesling. We are producing some our most refined, sophisticated wines yet."

Australians still love their sauvignon blanc and cabernet sauvignon but our tastes are changing. Increasing sales in riesling, pinot noir and moscato show that these varieties are growing in popularity. Wine producers are branching out into lesser known varieties with tempranillo grape plantings increasing from 114 hectares in 2001 to 620 hectares in 2010, and viognier from 260ha to 1450ha in the same period, according to Wine Australia.

The change in Australian wine tastes is further evidenced by top wine show award wins including the 2010 PHI Pinot Noir from the Yarra Valley winning the Len Evans Memorial Trophy at the Dan Murphy's National Wine Show of Australia, and Jimmy Watson Memorial Trophy going to the cool-climate 2010 Glaetzer-Dixon MON PÈRE Shiraz from Tasmania.

A+ Australian Wine Celebration is all about getting Australians excited about the wines being produced in their own backyard by some of the world's best winemakers and wineries, and what better time to start practising than on Australia Day.



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"This evolution is great for wine drinkers and producers alike and the A+ Australian Wine Celebration will be a showcase of this diversity." Brasher said.

For a full list of events go to <http://www.apluswines.com/en/a-australian-wine-celebration.aspx>

**For further information relating to A+ Australian Wine Celebration month please contact:**

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### **About Wine Australia & A+ Australian Wine**

Wine Australia is a statutory Government organisation established to provide strategic support to the Australian wine sector. Its mission is to **enhance the operating environment for the benefit of the Australian wine industry by providing the leading role in market development; knowledge development; compliance; and trade.**

A+ Australian Wine is the consumer-facing brand which aims to reposition the Australian category via image, price and representation.

To follow A+ Australian Wines on Twitter go to [www.twitter.com/apluswines](http://www.twitter.com/apluswines) or alternatively head to their Facebook at [www.facebook.com/apluswines](http://www.facebook.com/apluswines).



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A+ Australian Wine has also produced five fun tips to help everyone out if you catch someone drinking a non-Australian wine on Australia Day! Enjoy!

### **What to do if you catch someone drinking French, Italian or (hopefully not) Kiwi wine on AUSTRALIA Day**

1. Look the person in the eye, hold your stare steadfast for 10 seconds, look disappointed, sigh ... and then say sweetly but ruefully; "I don't know you anymore".
2. Calmly remove the glass (or plastic drinking vessel) from their hands, raise it as high as you can above your head, look towards the sky and exclaim at the very top of your voice; "As god is my witness this person (insert name here) is of the ENTIRELY misguided belief that because this wine is from (insert foreign country here) it is superior to our fine local drops.
3. Look at them with astonishment and scream "If Australian wine's founding father James Busby were here today he would be the oldest man in the world ..." and leave it hanging right there.
4. Break out into your best rendition of Advance Australia finishing it with the grand finale of popping a bottle of Australian sparkling and pouring the offender a glass.
5. Take away the glass and bottle and replace it with one of the XXXX or so awesome Australian wines from one of our 64 diverse regions, made from one of the hundreds of grape varieties we have in this, the greatest and most diverse wine producing nation on earth.