

Australia - World Class Results

This year Wine Australia's trade tasting - World Class Australia – took inspiration from a range of artistic influences.

Hosted at Saatchi Gallery on the Kings Road in London, 1,049 members of the UK trade talked and tasted their way through the 750 wines presented.

A 'trading floor' of UK importers' portfolios showcased a selection of World Class wines including trophy and gold medal winners from 2009 wine competitions. In addition, an adapted Advanced Wine Assessment Course presented by the Australian Wine Research Institute (AWRI) provided guests with the opportunity to benchmark their tasting abilities. Wine tasting seminars on the Barossa Old Vine Charter and Australia's New Alternative Varietals were complemented by a blind review of fifty internationally sourced Chardonnays from; Australia, France, Italy, California, South Africa, New Zealand and Chile.

While the intention was to place the wine and the people as the stars of the show, it was indeed hard to upstage the contemporary and inspiring surroundings: Georgian exterior; breathtakingly simple Zen interior; beautifully-lit rooms; and the backdrop of a strikingly modern Indian exhibition entitled, The Empire Strikes Back. This was all supported by the neat addition of a chill-out room serving Bento-box lunches, barista-crafted espressos and a welcome rest from the cut and thrust of the tasting galleries.

What it all added up to was an exciting sense of engagement, and an encouragingly optimistic view of what Australia has to offer for the year ahead – beautiful 09 Rieslings; world-beating Chardonnays of a decidedly elegant frame and old vine-inspired treasures of Shiraz and Grenache to name but a few.

Lisa McGovern, Director of Wine Australia for UK/IRE/EU, commented, "There has been much commentary about the direction of the Australian wine industry in recent months. While challenges remain, World Class Australia demonstrated the heritage, commitment and ongoing innovation that form the bedrock of the Australian wine industry."

ENDS – 9/02/2010

Key Event Details:

Event: World Class – Australia - Annual Trade Tasting

Website: www.wineaustralia.com/wct

Venue: Saatchi Gallery, London SW3 4SQ

Date: Wednesday 3rd February 2010

Notes for editors:

- Details of the **50 World Class Chardonnay's, Consumer Top 20** and **Barossa Old Vine Charter** and **New Wave Australia** tastings held at World Class Australia are now available to view online at www.wineaustralia.com/wct
- **Wine Australia** is the name under which the Australian Wine and Brandy Corporation, a Government organisation established to provide strategic support to the Australian wine sector and deliver its international marketing programme.



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