



MEDIA RELEASE

Boutique winery Kellermeister shows Barossa Shiraz is still the Best in the World

Barossa winery Kellermeister's flagship Shiraz, Wild Witch, has taken the world's biggest international wine competition by storm, winning the Best Barossa Shiraz Trophy, Best Australian Shiraz Trophy and Best International Shiraz Trophy in London.

The International Wine Challenge (IWC), the world's largest wine competition, is often referred to as The Oscars of the Wine World and in 2012 accepted more than 12,000 wines from every major wine producing country and region.

The trophies were announced today at the 'Taste of Gold' event at the Lord's Cricket ground in London where Kellermeister CEO Mark Pearce and Senior Winemaker Matt Reynolds are pouring the wine for the UK wine trade and media.

Mark said "This win is incredibly exciting for Kellermeister and our winemaking team, but this is also a wonderful win for Barossa Shiraz".

Winning the Best International Shiraz Trophy for a Barossa Shiraz is a significant achievement at a time where some wine commentators are becoming increasingly obsessed with less intense, less powerful cooler climate Shiraz.

"This result simply demonstrates the wisdom in staying true to who we are, and what we do best in the Barossa – making Shiraz in a traditional style that is faithful to the strengths of the Barossa" Mark said. "We have some of the oldest vines, soils and unbroken family viticultural heritages in the world, and our wines should proudly show that".

Senior winemaker Matt Reynolds said, "It has been an honour to have made Wild Witch Shiraz since 2005. I believe Wild Witch is one of the most consistent and yet underrated Shiraz's in Australia, so it is thrilling to see the wine recognised in this way."

Matt, who left the boutique winery for a period after the 2008 vintage but returned on the appointment of Mark from Wirra Wirra as CEO in 2010 said, "I returned to Kellermeister to head-up the wine making team in time to allow me to put the final blend of Wild Witch together and complete the crafting of the wine".

All wines submitted to the judging panel of 400 judges are assessed in blind tastings, where the identity of the producer of the wine is not revealed until after the wines are scored. This ensures that bias for certain producers is removed and only the best wines are awarded.

Kellermeister which was established in 1976 by Ralph and Val Jones and remains family owned today, has been ranked in the top 3.8% of Australia's wineries by James Halliday in his 2012 Australian Wine Companion.

www.kellermeister.com.au

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