



Media Release
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Its official – Australia makes the best red wine in the world!

Well, according to the 2007 International Wine Challenge – Wirra Wirra does...

Last night, McLaren Vale winery Wirra Wirra was officially announced International Red Winemaker of the Year at the prestigious 2007 International Wine Challenge Awards Dinner in London.

An enormous achievement, Wirra Wirra was the only Australian winery to be short-listed for the accolade and beat off stiff competition including Viña Valdivieso of Chile, Cantina di Soave from Italy and Casa Girelli also from Italy.

Senior winemaker, Samantha Connew, who's currently in Spain working vintage at Compañia de Vinos de Telmo Rodriguez in Rueda, attended the dinner to accept the award:

"I was terrified – as anyone who's anyone in the wine industry seemed to be in that room – it was like the Oscars of the wine industry," Connew said.

"I am just really proud to accept the award on behalf of Wirra Wirra. It's a tremendous endorsement to the hard work and talent of the whole team. We're extremely passionate about our red wine at Wirra Wirra from our flagship RSW and The Angelus to our popular Scrubby Rise and religiously followed Church Block".

"While we might have won the award for our red wines, I think we might drink some Champagne over the next few days, maybe weeks!"

More than 800 guests attended the IWC 2007 Awards Dinner held at the Grosvenor Hotel in Park Lane, and did indeed include many of the industry's key players.

The International Wine Challenge is one of the world's largest and most respected wine competitions. More than 465 winemakers, merchants and writers from around the world make up the respected judging panel, including over 40 Masters of Wine.

This year 9,358 wines were judged at London's Barbican Centre. 260 won gold medals and from these 84 wines were awarded a distinguished IWC Trophy.

The **2004 Wirra Wirra Dead Ringer Cabernet Sauvignon** impressed the judging panel earlier this year, awarding it a total of three Trophies, including Best International Cabernet Sauvignon. Known by its original name The Angelus in Australia, the premium McLaren Vale Cabernet Sauvignon was renamed internationally due to a well regarded 1er Grand Cru Classe wine from St Emilion, taking particular exception to the similarity in name. It was christened Dead Ringer, for obvious reasons.

The **2004 Angelus Cabernet Sauvignon** is sold out in Australia, the 2005 vintage will be released in October 2007 for RRP \$55.

For further information, or to arrange a phone interview with Wirra Wirra please contact:

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