



MEDIA RELEASE
APRIL 2009

TASMANIAN WINE SETS SAILS

Pristine Pure Intense Diverse Surprising

Tasmania's wine producers promise mainland wine lovers an arresting selection of the island's best wines at the forthcoming landmark event **Tasmania Unbottled 2009**.

This largest ever Tasmanian wine showcase will feature over 130 award-winning and new 2009 vintage releases from over 30 of the island's top and emerging wine companies at wine exhibitions to be held in Melbourne, Sydney and Brisbane.

This major promotional initiative is auspiced by Wine Industry Tasmania (WIT) to spearhead the Tasmanian wine sector's mainland market expansion.

'Tasmania's wine producers are investing in the three city expositions to grow both consumer, hospitality and wine trade awareness of the diverse portfolio of pure exceptional quality Tasmanian wines,' said Stuart Nettlefold, Executive Officer for Wine Industry Tasmania.

'To date, Tasmanian wine and food promotions have largely been on-island. It's time we represented our strengths directly to new customers.'

That means visitors to **Tasmania Unbottled 2009** will be able to taste world class sparkling wines from producers including Bay of Fires, Clover Hill, Freycinet, Jansz; Pirie and Stefano Lubiana; sassy Sauvignon Blancs, vibrant Rieslings and other aromatic varieties; velvety Pinot Noirs, well-structured Cabernets – and some remarkable late harvest 'stickies' moulded by European tradition.

Online pre-registration will ensure the opportunity to meet the winemakers and discuss their passions; to discover wines from producers making their mainland debut; and to choose selected varietal wine flights while sampling some of Tasmania's finest seasonal produce.

Tasmania Unbottled 2009 also incorporates the highlight '**Bubbles Rising**' Masterclass in each city, focussing on the island's internationally renowned sparkling wines. Pre-registration is essential for these exclusive tutored consumer and trade sessions.

'Tasmanian tourism promotion has built strong and positive perceptions of the island's rugged natural beauty, allure and serenity. Now the island's winemakers want to ensure that wine lovers, sommeliers, restaurateurs and specialist wine retailers get a real taste for its truly cool climate wines – initially, without having to cross Bass Strait,' continued Stuart Nettlefold.



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EVENT DETAILS

- **Melbourne** **Tuesday 4 August**
Intercontinental Melbourne Rialto
- **Sydney** **Tuesday 11 August**
Museum of Contemporary Art
- **Brisbane** **Thursday 13 August**
The City Hall

Consumer Tasting Sessions:

General Tasting + Wine Flights	4.30pm – 8.30pm	\$50 inc taste plate
Consumer Masterclass	6pm – 7pm	\$40 inc GST

Trade Tasting Sessions:

General Tasting + Wine Flights	11am – 4pm	Complimentary
Trade Masterclass	2.30pm – 3.30pm	\$40 inc GST

REGISTRATION

Consumer and trade visitors are advised pre-registration is essential and includes a chance to win an exclusive Tasmanian holiday package.

Online: www.winetasmania.com.au/events/tu-09

Email: mail@winetasmania.net.au

Telephone: (03) 6223 3770

www.winetasmania.com.au

MEDIA ENQUIRIES

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TASMANIA UNBOTTLED 2009

Participating Wine Companies and Brands:

Barringwood Park	Grey Sands Vineyard
Bay of Fires	Heemskerk
Bream Creek Vineyard	Holm Oak Vineyards
Cape Bernier	Holm Hill Wines
Clemens Hill Wines	Jansz
Clover Hill	Josef Chromy
Coombend	Moorilla Estate
Craigow	Panorama Vineyard
Dalrymple	Pirie Tasmania + South
Derwent Estate Vineyard	Pooley Wines
Devil's Corner	Roslyn Estate
Domaine A/Stoney Vineyard	Spring Vale Vineyard
Freycinet Vineyards	Stefano Lubiana Wines
Frogmore Creek	Stoney Rise
Ghost Rock Vineyard	Sugarloaf Ridge
Glaetzer-Dickson Family Winemakers	Tamar Ridge Estates

www.winetasmania.com.au