

**TASMANIA
UNBOTTLED** **20
09**



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TASMANIAN WINE INDUSTRY SHOWCASE MAKES WAVES

The power of regional identity was reinforced this week at the Tasmanian wine industry's mainland showcase **Tasmania Unbottled 2009** when the state's largest ever contingent of winemakers and wine marketers collaborated at a series of capital city wine exhibitions representing the island's leading wine brands and its fledgling producers.

Thirty-two wineries participated in the East Coast roadshow that hoisted the Tasmania Unbottled banner in Melbourne, Sydney and Brisbane. Over 1000 wine buyers flocked to the three events that featured separate trade and consumer tasting sessions, varietal wine flights and the popular 'Bubbles Rising' Masterclass.

'The timing of this major industry initiative was ideal. To date Tasmania's wine producers have been tentative in combining to tell their unique story – of the advantages of truly cool climate, the regional differences between the wines of the Tamar, Coal and Derwent Valleys and the accruing benefits of investment in viticultural research,' said organiser Stuart Nettlefold, Executive Officer, Wine Industry Tasmania.

'Current wine industry debate points to the vital need to distinguish two key assets – regionality and personality, and Tasmania Unbottled did both to considerable mainland acclaim.'

And those advantages must have been obvious. One Sydney retailer, Five Way Cellars, issued an email client advisory within 24 hours of the event proclaiming a new discovery – 'the standout wines of Derwent Estate,' which were featured at an in-store tasting within days of Tasmania Unbottled.

Of particular interest was the 'Bubbles Rising' sparkling masterclass introduced by Jansz winemaker Natalie Fryar and Arras winemaker Ed Carr. It heralded both the quality and powerful future of Tasmanian sparkling wine, represented by the prestige late disgorged wines of Jansz, Freycinet, Arras and Stefano Lubiana.

According to Stuart Nettlefold all three wine exhibitions attracted high calibre trade clientele – notably specialist independent retailers and the sommeliers of leading restaurants in each city. He expects that exhibitors will see definitive outcomes in the following weeks leading into the industry's traditionally busy pre-Christmas quarter.

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'Feedback from Tasmania Unbottled 09 suggests more mainland ice buckets will be chilling Tasmanian sparkling wine this Christmas,' predicted Stuart Nettlefold.

The landmark **Tasmania Unbottled 09** featured nearly 200 diverse cool climate wines ranging from vibrant Rieslings, to sassy Sauvignon Blancs and aromatic Gewurztraminers; plush Pinot Noirs, structured Cabernets, even a spicy Tempranillo, and delicious dessert style Late Harvest wines. It is the wine industry's major annual promotion an initiative coordinated by Wine Industry Tasmania (WIT) designed to spearhead the Tasmanian wine sector's mainland market expansion.

WIT acknowledges the support of the Department of Economic Development and Tourism, Ashmores Tasmanian Seafood Specialists, Bruny Island Cheese Co., Hartz Mineral Water, Huon Aquaculture, Luigi Bormioli and Tourism Tasmania.

MEDIA ENQUIRIES

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