



**MEDIA RELEASE**

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## **New guide to Tasmania's vineyards launched**

The definitive guide to Tasmania's vineyards was launched last night at the Wrest Point Hobart Royal Wine Show awards dinner.

The 2012 Tasmanian Wine Routes publication features close to 70 vineyards together with complementary tourism business to assist visitors navigate Tasmania's beautiful and diverse wine growing areas.

In launching the publication, Wine Tasmania CEO Sheralee Davies emphasised the importance of wine tourism to the state's wine producers.

"Tasmania has around 150 licensed wine producers, with the majority of these producers only selling their wine within the state, to locals and visiting consumers. Tourism is therefore vital to the majority of the state's wine producers", she said.

"Equally, wine is incredibly important to overall tourism, with the latest Tourism Visitor Survey indicating close to 1 in 5 of all Tasmanian tourists visited a cellar door during their stay - around 166,000 visitors to cellar doors in the last twelve months."

"This is the fifth edition of this publication, with more than 200,000 people using the print and online versions of the guide to plan their trips to Tasmania and its cellar doors over the next twelve months."

Ms Davies highlighted the growing awareness and reputation of Tasmania's wine quality, leading to increased interest in visitation from both mainland Australia and overseas.

"In the past few months alone, Tasmanian wine and its producers have collected a tremendous amount of international and national awards."

At last night's awards dinner, Tasmanian wines collected an impressive nine trophies, including the Best Pinot Noir / Best Tasmanian Red Wine (Blustery Banks Pinot Noir 09), Best Sparkling Wine (Iron Pot Bay Kyra Chardonnay Pinot Noir 06), Best Sauvignon Blanc (Bream Creek Sauvignon Blanc 2010), Best Individual Vineyard Riesling / Best Tasmanian White Wine / Best Tasmanian Wine (Craigow Riesling 08) and Best Sweet Dessert Wine Unfortified (Pressing Matters R139 Riesling 10). Pressing Matters was also awarded the trophy for Most Successful Tasmanian Exhibitor, whilst Josef Chromy was recognised for his outstanding contribution to the Tasmanian wine sector.

"Tasmania produces less than half of percent of the country's total wine, yet is being recognised and compared to some the world's best regions", said Ms Davies.

"One of the best opportunities to attract people to the island and continue to build this reputation will be through next year's 8<sup>th</sup> International Cool Climate Symposium, being hosted by Tasmania, an unparalleled opportunity to showcase our wines to some of the world's leading influencers."

Ms Davies thanked the Wrest Point Hobart Wine Show Committee for providing the opportunity to launch the 2012 Tasmanian Wine Routes publication at the awards dinner.

*Two events to celebrate the Tasmanian wine sector and launch of the 2012 Tasmanian Wine Routes publication will be held at 5.30-7.30pm on **Monday 21 November at Josef Chromy Wines, Relbia**, and on **Tuesday 22 November at Puddleduck Vineyard, Richmond**. Contact Wine Tasmania for further details.*

*Copies of 2012 Tasmanian Wine Routes are available online at [www.winetasmania.com.au/wine-route](http://www.winetasmania.com.au/wine-route) or by contacting Wine Tasmania on 03 6223 3770 / [mail@winetasmania.net.au](mailto:mail@winetasmania.net.au). Copies will be available in cellar door outlets and key visitor information centres in the coming weeks.*

*The Wrest Point Royal Hobart Wine Show results are available at [www.hobartshowground.com.au/wineshow/](http://www.hobartshowground.com.au/wineshow/)*

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