



International Cool Climate Wine Show – 2009 10th Anniversary

Introduction

The Red Hill Agricultural and Horticultural Society established the 'Cool Climate Wine Show' in 2000 to help benchmark cool climate wines. Entries have increased from 373 in the first show to 630 in 2008. The Cool Climate Wine Show is an international wine show offering participants and sponsors alike, the opportunity of being involved in a world class event.

The aims of the Wine Show

The aims of the wine show are:

- To raise the profile of cool climate wines.
- To judge comparable wines in an open competition format.
- To emphasise the styles predominantly produced from grapes grown in cool climates.
- To highlight quality, aged wines from cool climates.

International Development

In 2001 the show was bolstered by a large number of New Zealand wines and this has increased to around a third of all entries. Mornington Peninsula wines have held constant at around one third of the entries with the remaining third from other local and overseas regions.

Grape Varieties

The main cool climate grapes are Pinot Noir, Chardonnay, Sauvignon Blanc and Pinot Gris. The wine show has helped promote these varieties and entries have expanded exponentially.

Trophy Sponsorship

As an indication of the show's growing 'reach', support from sponsors has grown and this has enabled the number of trophies to rise from 12 to 17.

Competition Classes

Extra competition classes have been added over the years to include separate classes for the cool climate varieties of Sauvignon Blanc and Pinot Gris.

Presentation Dinner

The Award Presentation Dinner has consistently attracted over 200 'movers and shakers' in the wine industry and is now an icon occasion on the wine calendar. Chisholm Institute students do all the wine waiting and food service. All 600+ entries in the wine show are available for sampling at the dinner. It is a unique event being the only such dinner of its kind.

Public Tasting

A public tasting was included in the event to cater for the demand for an opportunity to taste the same wines as are judged - all 600+ entries. Attendance is always between 100 - 200.

Judging

The number of judges has increased from six in 2000 to 12 in 2008. There is also a commitment to training judges (three associates in 2008). In addition, a dozen stewards are used to open bottles and pour wine.

Some of the most prominent judges in the wine industry have chaired the wine show: James Halliday, Brian Croser, Peter Dawson, Gary Baldwin and Mike DeGaris.

Judging is now over two days rather than one, due to the increase in entries over the years.

Symposium

A symposium was added in 2005. Sponsored by the Mornington Peninsula Shire, topics include biodynamics and the effect of weather on viticulture.

Web Sites

The wine show has its own web site, sponsored by Visit Vineyards. For the latest information on the wine show: www.coolclimatewineshow.org.au ASN Events is contracted by the Red Hill Show Society to run the event: www.asnevents.net.au