



MARGARET RIVER WINE

MEDIA RELEASE

For immediate release

50 years in the making: Margaret River Wine celebrates its 50th anniversary with four events across Melbourne and Sydney this September

After just 50 years, Margaret River is ranked among the world's most famous and prestigious wine regions. To celebrate the last five decades since the first grape vines were planted, 19 renowned Margaret River wineries will host a series of indulgent dinners and wine tasting events in Melbourne and Sydney, in early September.

Guests will have the opportunity to experience 11 of Margaret River's most premium wineries over a stunning five-course dinner at three-hatted restaurant, Vue de monde on Monday 4 September, and Bentley Restaurant + Bar on Wednesday 6 September. Winemakers and sommeliers from wineries including Cape Mentelle, Voyager Estate, Howard Park and Woodlands will showcase their flagship varietals, predominately chardonnay and cabernet sauvignon, with all wines awarded 95+ points by James Halliday, or Gold Medals by the Langton's Margaret River Wine Show.

For Deep Woods Estate chief winemaker Julian Langworthy, the events offer a unique opportunity to bring together some of the region's finest wines under one roof. "It's great to see so many fantastic winemakers and wineries taking part in these events. I'm excited to showcase some of Deep Woods' most notable wines alongside my industry peers," he says.

Margaret River Wine will also host a tasting in Melbourne and Sydney, presenting over 50 wines from some of the region's most iconic producers, including Fraser Gallop Estate, McHenry Hohnen, Xanadu and Margaret River's oldest winery, Vasse Felix. Guests will taste wines in order of the winery's establishment, and enjoy a selection of canapés.

For Clive Otto, chief winemaker at Fraser Gallop Estate, 50 years is truly a cause for celebration. "I've been in the Margaret River winemaking game for 27 years now. It's amazing to think of all the industry has achieved in that time, and exciting to think of about where we're headed," he says.

Participating wineries in order of establishment:

Winery	First vines planted
Vasse Felix	1967
Cape Mentelle	1970
Woodlands	1973
Clairault Streicker Wines	1976
Xanadu Wines	1977
Voyager Estate	1978
UMAMU Estate	1978
McHenry Hohnen Vintners	1979
Pierro Vineyards	1980
Devils Lair	1980
Deep Woods Estate	1987
Credaro Wines	1988
Howard Park	1996
Thompson Estate	1997
Oates Ends	1998
Fraser Gallop Estate	1999
Coward & Black	2001
Hutton Wines	Grower sourced
Flametree Wines	Grower sourced

Event details

Melbourne 50th anniversary dinner

Monday 4 September, 7pm

Vue de monde, level 55, Rialto Towers, Melbourne

Five courses plus canapés, matched to 11 acclaimed Margaret River wines

\$270 per person (communal seating only)

Bookings: via Vue de monde. Call 03 9691 3888 or email
vuedemonde@vuedemonde.com.au

Melbourne 50th anniversary tasting

Tuesday 5 September, 6-9pm

Mural Hall, 314-336 Bourke Street, Melbourne

50+ wines from 15 wineries, plus canapes

\$65 per person

Tickets: via bit.ly/mrwtastingmelbourne

Sydney 50th anniversary dinner

Wednesday 6 September, 7pm

Bentley Restaurant + Bar, cnr of Pitt and Hunter Street, Sydney

Five courses, matched to 11 iconic Margaret River wines

\$220 per person (communal seating only)

Bookings: via Bentley Restaurant + Bar. Call 02 8214 0505 or email functions@thebentley.com.au

Sydney 50th anniversary tasting

Thursday 7 September, 6-9pm

Simmer on the Bay, Shore 2/3 Walsh Bay, Hickson Road, Dawes Point

50+ wines from 15 wineries, plus canapes

\$65 per person

Tickets: via bit.ly/mrwtastingsydney

Please direct all media enquiries to:

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NOTES:

About Margaret River Wine Association

The Margaret River Wine Region was first planted by Perth cardiologist, Tom Cullity, who was influenced primarily by a 1966 research paper of University of Western Australia agronomist, Dr John Gladstones. He examined Margaret River's suitability for viticulture and believed that the only possible disadvantage of the region could be its heavy winter rainfall which would necessitate choosing vineyard land which had good drainage.

The planting at Vasse Felix in 1967 signaled the beginnings of a wine industry in the region. It was quickly followed by Moss Wood (1969), Cape Mentelle (1970), Cullen (1971), Sandalford (1972),

Leeuwin Estate, Woodlands and Wrights (1973). The Margaret River Wine Association was then started by a group of winemakers in the late 1970's. The Margaret River Grape Growers & Winemakers Association as it was known then, was incorporated in 1982.

The Association represents the interests of the Margaret River wine industry and promotes Margaret River wine. Registering a geographic boundary in 1996, Margaret River was one of the first three wine regions in Australia to have its boundaries legally defined by the Australian government.

About Margaret River

Margaret River is ranked among the world's most famous and prestigious wine regions, home to 217 vineyards and 187 wineries. 2017 is an important year for the region, marking 50 years since commercial wine production commenced. Located a leisurely three- hour drive south of Perth, this extraordinary destination has gained a fan club of culinary influencers who've fallen in love with the region's unique offering. Boasting arguably the best beaches in the world, coastal 'cape to cape' walking tracks, ancient caves, tall tree forests, cultural experiences, world-renowned surfing breaks and spectacular wine and dining experiences – Margaret River is a destination you need to experience for yourself to understand its magic.