



MEDIA STATEMENT

4 AUGUST 2020

MRWA applauds the Geographical Indications Committee Decision

The Margaret River Wine Association (MRWA) Board is relieved to be notified of the Geographical Indications Committee's (GIC) decision not to make a final determination of Wilyabrup as a Geographical Indication (GI) within the Margaret River GI.

The MRWA Board holds a unified belief that the region is not yet in a position to scientifically validate where, or to what extent, uniqueness or uniformity occurs within our Geographical Indication.

Currently, MRWA is working on an exciting study, *The Margaret River Region Project (MRRP)*, to evaluate the links between landscape, meso climates, soil types and variations within wine produced in the Margaret River GI, particular in relation to the region's signature varieties, Cabernet Sauvignon and Chardonnay.

To date, the project has been assisted by the Department of Primary Industries and Regional Development (DPIRD), CSIRO, soil scientists, climate analysts, academics and experienced viticulturists and winemakers. The study will also include trained panel sensory analysis to identify areas which are distinct in climate or soil characteristics that could set them apart from the remainder of the Margaret River region.

It is with much relief that the GIC has reached this decision, allowing time for the necessary scientific work to be completed and for any GI's within the Margaret River wine region to be granted on a thorough scientific basis.

The GIC has published a Statement of Reasons which is available [here](#).

-ENDS-

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