



**MEDIA STATEMENT**

**18 AUGUST 2020**

## **Margaret River Wine Producers excited by whole of region approach**

The exciting Margaret River Region Project which focuses on the whole of the Margaret River region progresses after the Geographic Indications Committee (GIC) did not endorse the Wilyabrup GI application.

Margaret River Wine Association CEO Amanda Whiteland said *“there was overwhelming membership support for the MRWA submission to the GIC and the Margaret River Region Project, as it takes a more thorough and inclusive, whole of region approach. After all, the role of the MRWA is to serve our membership broadly, across the entire Margaret River region.”*

*“When complete, it will be the most comprehensive, scientifically rigorous and credible analysis of the whole region and the areas within in it. It will be a massive asset for the region.”*

*“The majority of MRWA members support a whole of region approach when it comes to the subject of considering sub-regions”, says Greg Wall AM, Chair of MRWA. “It is also critical to have a well-researched and documented position before we recommend any changes to the Margaret River wine region; a fine wine region with a growing international reputation.”*

*“We are committed to the continued development of the region. We need to complete the excellent work that is underway with the Margaret River Region project, socialise this within the region and present a unified whole of region approach.”, says Wall.*

Margaret River was again recognised as a leading wine region in Australia by the Halliday Wine Companion 2021. As such, it is in the region’s best interest to move forward cautiously with consideration for all issues and all members.

MRWA is holding an update for members, on all key projects, including the Margaret River Region project at Margaret River HEART on 1<sup>st</sup> September.

-ENDS-

### **Media Enquiries:**

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### **The Margaret River Region Project:**

The Margaret River Region project will provide a multi-format treatise on the unique soils and climate across the whole wine region, with a focus on the region’s flagship varieties, Cabernet Sauvignon and Chardonnay. The project will also provide scientific rigour in assessing key parameters and variation within the region, as well as a marketing tool for the entire region.

The project has engaged Senior CSIRO Research Scientist Dr Rob Bramley and experts at the Department of Primary Industries and Regional Development (DPIRD), forming a multi-disciplinary team of soils scientists, climate analysts, academics and experienced viticulturists and winemakers.

The next stage will represent comprehensive multi-vintage research on the sensory analysis of Chardonnay and Cabernet Sauvignon wines made via replicated trials and from distinct areas identified in an earlier stage of the project.

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