

MEDIA RELEASE

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Multi-Regional, World First Wine Judging Event Hailed Success!

Three days of simultaneous judging of 364 wine exhibits from 29 different wine regions in Coonawarra and Margaret River wrapped up the 2020 James Halliday Australian Cabernet Challenge presented by Langton's last week.

In what is believed to be a world first, the judging panels, stewards and organising teams based in Coonawarra, Margaret River and Yarra Valley connected through Zoom, Skype, telephone, social media and the AWRI wine show judging software, to make the show run smoothly.

It was a true celebration of the world's most planted variety, and the Australian regions who champion the variety.

Margaret River Panel Chair, Robert Mann said at the commencement of Day-One that *"people drink wine for enjoyment, but people drink cabernet for enlightenment"*.

Coonawarra Vignerons Executive Officer, Heidi Eldridge, praised the work of the organising parties to bring the event together despite the challenges presented by COVID-19 and distance between the host locations. *"There was a lot of logistics involved directing entries across the country to ensure that each location had a sample of every bottle to be judged. To see it all come together on the ground and virtually through the live streaming was very satisfying"*.

Given the success of the event, Caroline Evans, Executive Officer of Wine Yarra Valley, believes it sets a benchmark for future wine judging, *"There is every possibility that future single variety wine shows will proceed with a collaborative effort between regions that champion particular signature varieties."*

During the 3-days of judging, five live-crosses to the judging venues were shared on Facebook and Instagram, which have been watched by over 8,500 people to-date. The pre-teaser CABERNET LIVE that was broadcast on International Cabernet Day has also had over 14,000 views, showing a huge interest in Cabernet Sauvignon by social media users.

Results to be announced at 6pm AWST (8pm AEST) Thursday 24th September. We'll be live on Langton's [Youtube](#) channel and streaming to [Facebook](#) too. Don't miss out, like and subscribe!

To learn more, see www.australiancabernetchallenge.com.au

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[Dropbox link](#) to Images

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Coonawarra Vignerons, Margaret River Wine and Wine Yarra Valley are the official/peak wine industry bodies in their respective regions. While each is passionate about their own area, they are thrilled to have the opportunity to work with other premium Australian wine regions.

