

JAMES HALLIDAY AUSTRALIAN
 **CHARDONNAY & CABERNET**
CHALLENGE

2021 James Halliday Australian Chardonnay & Cabernet Challenge to Unite.

The James Halliday Australian Chardonnay and Cabernet Challenges will be 'blended' and judged simultaneously for the first time in August 2021.

The James Halliday Australian Chardonnay and Cabernet Challenge is a celebration of the world's most popular two varieties and Australia's outstanding regional diversity.

Margaret River Wine Association and Wine Yarra Valley will collaborate and jointly host the Chardonnay and Cabernet Challenges. They will be judged in the Yarra Valley in August this year and then will move between the two iconic regions on alternate years.

Born in the Yarra Valley in 2012, the James Halliday Australian Chardonnay Challenge celebrates all chardonnays in its quest to find the nation's best. Chardonnay is Australia's most planted white variety and the continuing evolution of its style by Australian makers is heralded globally.

The James Halliday Australian Cabernet Challenge was launched in 2016. As the world's most widely planted vine and Australia's third most planted variety, Cabernet Sauvignon is one of Australian wine's great success stories.

"The decision to bring the Chardonnay and Cabernet Sauvignon Challenges together in August provides a win-win scenario for all the stakeholders. This year the Challenges will be held in the Yarra Valley, next year in Margaret River. The results will provide a unique snapshot of the state of play of these two great varieties." James Halliday

The highest pointed wines for each variety will be rewarded with the James Halliday Trophy and the regional winners with scores of 95 points or more are also recognised.

Entries are open until Monday 26th July 2021. Judging will take place Monday 23rd August - Wednesday 25th August 2021 in the Yarra Valley, and a comprehensive contingency plan is in place if changes are required.

Enter via ShowRunner at <https://wineshow.awri.com.au/2021-halliday-cabernet-chardonnay-challenge>

Previous results available:

chardonnaychallenge.com.au

australiancabernetchallenge.com.au

- ENDS -

For further information contact:

Wine Yarra Valley – Sarah Donnellan, Marketing Coordinator

marketing@wineyarravalley.com.au

Margaret River Wine – Pip Heaford, Communications & Events Manager

pipheaford@margaretriver.wine

Margaret River Wine and Wine Yarra Valley are the official and 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 another Australian fine wine region.

