



MARGARET RIVER WINE

MEDIA RELEASE

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New Margaret River Wine Must-Read Media Kit

The Margaret River Wine Association (MRWA) launches a new 60-page comprehensive Media Kit, encompassing a huge breadth of scientific and expert knowledge across all key areas.

It has been created as a must-have resource for media, trade and wine educators wishing to tell the Margaret River wine story.

The powerful storytelling tool distills the most up-to-date and in-depth information about the region, and references the work of scientists, geologists, historians, and third-party endorsements.

MRWA CEO Amanda Whiteland says, “This project has been several years in the making and the objective was to create a valuable resource to help the wider wine community to tell the Margaret River Story consistently and accurately. Never have we had such a compelling and comprehensive document at our fingertips.”

The content is divided into the four pillars with a number of sub-sections, fact sheets and essential maps that can each be downloaded separately. Content includes:

- Information on the Saltwater people of the Wadandi Boodja, Margaret River Geology, Soils, Climate, Biodiversity, Sustainability and Wine Tourism
- Maps on temperature, rainfall, ocean currents and more
- Statistics on viticulture, remnant vegetation, area under vine and percentage of organically certified vineyards

Media Kit Facts include:

- Over twelve percent of Margaret River’s vineyards are certified organic or biodynamic
- Over 1,000 ha (17%) of vineyards in Margaret River are now Sustainable Winegrowing Australia Certified
- Over 11,000 tonnes were crushed by Sustainable Winegrowing Australia Certified Winery Members last year
- 60% of wine producers in Margaret River crush less than 50 tonnes, and therefore making less than 4,000 cases
- 46% of the 2022 Halliday Wine Companion Best of the Best Cabernet Sauvignon wines were from Margaret River
- 40 of the last 51 (78%) Australian National Wine Show Best Cabernet Sauvignon Trophies went to Margaret River wines

Project Background

This project was managed by the MRWA Technical Sub-Committee who are a specially-formed team of industry specialists, and builds on the [“Geology, Soils and Climate of the](#)

[Margaret River Wine Region](#)” 2020 report by Western Australia’s Department of Primary Industries and Regional Development (DPIRD).

The project was supported with funding from Wines of Western Australia and the DPIRD, as part of the WA *Wines to the World* Program.

This is a living document which will be updated biannually and evolve to become even more sophisticated over time as new findings on the region are uncovered.

The Margaret River Media Kit can be downloaded at www.margaretriver.wine/media

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For further information, copies of images or alternative formats, contact:

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