

# MARGARET RIVER WINE

MEDIA RELEASE

22 FEBRUARY 2024

## The IWSC is heading back to Margaret River!

**The International Wine and Spirit Competition (IWSC) is bringing its international awards back to Margaret River in Western Australia in partnership with the Margaret River Wine Association and Wines of Western Australia.**

Following the success of its inaugural Oceanic-based judging in Margaret River in 2023, the IWSC is delighted to announce it will be taking another new panel of international experts to Margaret River to judge local Western Australian wines 'in situ' in June 2024. The IWSC's stringent judging process will take place, however producers will benefit from convenient, local delivery and the opportunity to bring their wines to the global stage.

This year, the Global judging will be open to all wines from all regions of Western Australia.

IWSC's CEO, Christelle Guibert commented, "Following the huge success of last year's Global Judging in Margaret River, we are delighted to once again be shining the spotlight on this award-winning boutique wine region. Our expert judges, that made up last year's panel, were very impressed by the quality of Margaret River wines that they judged, the wines showed complexity and represented a variety of styles while maintaining a distinctive regional character. We look forward to showcasing even more wines as this year we open up the judging to all Western Australian wines."

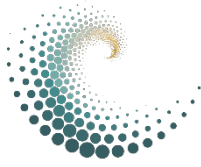
Margaret River Wine Association CEO Amanda Whiteland said that having one of the world's most highly regarded international wine competitions coming to Margaret River last year provided great exposure for the region's wines, culture and geography.

"We believe that bringing retailers, sommeliers and media to the region is the best way to give them a comprehensive understanding and lasting impression of our wines.

"Everything is tasted blind, and the final results speak for themselves. There were 24 gold medals awarded during 2023's Global judging, and 4 of the overall global wine trophies awarded in London were for Margaret River wines, the highest of any region in the world.

Cherubino Wines also won the 'Outstanding Wine Producer of the Year Trophy', and Cape Mentelle won the 'Old Vines Trophy.' It was a fantastic result that we hope to replicate again this year," said CEO Amanda Whiteland.

The IWSC team of international judges will be fully immersed in the Margaret River Wine Region as they join local Australian judging experts, who will be announced in the following weeks. The judging will take place from 4 - 7 June 2024, and the medal results will be announced the following week on 10 June 2024.



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Award entrants will benefit from:

- Discounted entry fee to all Western Australian wines (£119) into one of the world's most respected wine awards (usually £170) – by selecting “Wine Judging in Margaret River” as the ‘judging location’ in the entry process.
- Local delivery to a Margaret River location.
- Award-winning wines put in front of the IWSC's global audience.
- Inclusion in the IWSC's 2024 communication campaigns.
- Access to a panel of the IWSC's internationally renowned wine judges.
- Free entry into the IWSC's [Green Wine Initiative Trophy and Old Vine Trophy](#).

Entry to the IWSC's Wine Judging in Margaret River is [open now](#) and closes **7 May 2024**.

View IWSC's Margaret River Global Judging page [here](#).

This initiative is proudly supported by WA Wines to the World; an industry-led Export Growth Partnership coordinated by Wines of Western Australia, co-funded by DPIRD.

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### **Additional information:**

- 2023 Judging in Margaret River images [here](#)
- The MRWA Media Kit can be downloaded from <https://margaretriver.wine/media/>

### **All Media Enquiries:**

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### **About the IWSC**

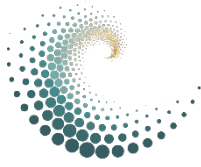
The IWSC is more than a competition. It is a global wine and spirits community, focused on people and expertise.

Our mission is to champion the best wine and spirits from around the world by taking a personal approach to our partners' needs. We offer comprehensive business support via our network of world-class experts and aim to bring this global community together to share insights and help each other grow.

We don't just champion award winners. We seek out undiscovered talent and help partners – large and small – reach ambitious targets and achieve their goals.

Founded by Austrian wine chemist Anton Massel in 1969, we are proud to have over fifty years' experience rigorously assessing and celebrating the best wine and spirits. Our meticulous standards, attention to detail and world-class expertise sets us apart as the partner of choice for producers, distributors, influencers and experts the world over.

Wine, spirits, knowledge, community. Since 1969



# MARGARET RIVER WINE

## **About Margaret River Wine Association**

The Margaret River Wine Association (MRWA) is the peak body for Margaret River grape growers and winemakers and represents their interests to promote, protect and enhance Margaret River fine wine.

The Association is an independent, non-profit organisation, financed by its members with additional funding sourced through sponsorship and grants. 200 wine producers and over 50 Grape Grower and Commercial organisations are members of MRWA.

MRWA was established in the late 1970s as the Margaret River Grape Growers & Winemakers Association and in 2022 it celebrated its 40th Anniversary since incorporation in 1982.

## **About Margaret River**

Margaret River is one of the Earth's most pristine, geographically secluded, coastal wine regions. This breathtaking destination of ancient landforms, lush forests and distinct Ironstone gravel soils enjoys a 'textbook perfect' climate for fine wines, with its consistent Mediterranean climate and intense maritime influence – here, the Indian and Southern Oceans meet.

Scarce and sought-after worldwide, Margaret River wines represent only 2% of the Australian annual crush. The elegant and powerful Cabernet Sauvignon and Chardonnay expressions are most noteworthy and can be grown with a 'light touch' approach, as the grapes typically ripen with superb balance, refinement and structure. Artisan and family-owned producers dominate, and their preference for handcrafted winemaking and respectful creativity shines through.

A world-renowned wine destination, the region's 100 cellar doors, gourmet culinary experiences, stunning nature and spirited arts scene attracts over 1.5 million overnight visitors per year.