



MARGARET RIVER WINE SHOW

2024 EXHIBITOR SCHEDULE





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LANGTONS



MARGARET RIVER WINE SHOW

28 – 31 October 2024

Margaret River HEART

MARGARET RIVER WINE ASSOCIATION (MRWA)

Greg Wall AM
Chair

Amanda Whiteland
Chief Executive Officer

Pip Heaford
Membership Manager, Communications & Events

WINE SHOW SUB-COMMITTEE

Cam Haskell (Chair)	Leeuwin Estate
Dave Bursey (Vice Chair)	Redshed Wines
Andrew Dawson	Yeah Wine
Breac Wheatley	Leeuwin Estate
Brendan Carr	Idée Fixe
Charlotte Dowden	Cape Mentelle
Luke Jolliffe	Stella Bella Wines
Matt Godfrey	Credaro Family Estate
Remi Guise	Domaine Naturaliste
Tim Shand	Voyager Estate
Trent Kelly	Aravina
Ulrika Larsson	Clairault Streicker

WINE SHOW CONTACT

Margaret River Wine Association
PO Box 204, Margaret River WA 6285

IMPORTANT DATES

Sun 13 October
Closing date for entries

Wed 23 & Thur 24 October
Delivery of wine exhibits (Margaret River HEART)

Mon 28 to Wed 30 October
Judging of entries

Thur 31 October
Exhibitor Tasting (Margaret River HEART)

Fri 1 November
Wine Show Gala Awards Luncheon (Wills Domain)

Telephone: 08 9757 9330 info@margaretriver.wine
margaretriver.wine/margaret-river-wine-show

SOCIAL MEDIA TAGS

#margaretriverwine
#margaretriverwineshow

THE ENDEAVOUR GROUP MARGARET RIVER WINE SHOW IS
PROUDLY BROUGHT TO YOU BY THE
MARGARET RIVER WINE ASSOCIATION





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Judges

WINE SHOW JUDGES

CHAIR OF JUDGES:

David Bicknell - Chief Winemaker, Oakridge Wines

Angus Hughson - Founder & Publisher, Winepilot | The Vintage Journal | The Australian Ark

Erin Larkin - Wine Writer, Robert Parker's Wine Advocate

Feleasha Prendergast - Winemaker, Evans & Tate and Margaret River Vintners

Foni Pollitt - Owner/ Sommelier/Operations Director, Mayfair Lane

Kasia Sobiesiak - Wine Writer, The Wine Front

Larissa Dalli Cani - Cellar Door Manager, Howard Park

Rob Mack - Winemaker & Director, Aphelion Wine Co

Steven Paul - General Manager/Director, Oakdene Wines

Tim Dolan - Chief Winemaker, Kaesler Wines

WINE OF PROVENANCE JUDGES

David Bicknell

Virginia Willcock, Vasse Felix

ASSOCIATE JUDGES

Cyndal Petty - South West Wine Shop

Diana Pineda- Dan Murphy's

Ellin Tritt - Fraser Gallop Estate

Rory Parks - Byron & Harold

Sophie Ward - Xanadu

Ulrika Larsson - Clairault Streicker

CHIEF STEWARD

Dave Bursey - Redshed Wines

What's New in 2024

DATES

Judging of the 2024 Wine Show returns to the last week of October.

Delivery of Exhibits

Wednesday 23 and Thursday 24 October

Exhibitor Tasting

Thursday 31 October

Gala Awards Luncheon

Friday 1 November at Wills Domain

BEST ALTERNATE RED & BEST ALTERNATE WHITE TROPHIES

The Best Other Red Blend or Varietal and Best Other White Blend or Varietal Trophies have been renamed Best Alternate Red and Best Alternate White.

FORTIFIED WINES

Fortified Wines may be entered in the Margaret River Wine Show for the first time.

Classes

RED WINES

Class	Vintage	Wine
1	2023 & 2024	Cabernet Sauvignon
2	2022	Cabernet Sauvignon
3	2021	Cabernet Sauvignon
4	2020 & Older	Cabernet Sauvignon
5	2023 & 2024	Cabernet Sauvignon Predominant Blends (refer point M in Rules & Regulations)
6	2022	Cabernet Sauvignon Predominant Blends (refer point M in Rules & Regulations)
7	2021 & Older	Cabernet Sauvignon Predominant Blends (refer point M in Rules & Regulations)
8	2023 & 2024	Shiraz / Syrah
9	2022	Shiraz / Syrah
10	2021 & Older	Shiraz / Syrah
11	2023 & 2024	Other Red Blends & Varieties
12	2022	Other Red Blends & Varieties
13	2021 & Older	Other Red Blends & Varieties

WHITE WINES

Class	Vintage	Wine
14	2024	Chardonnay
15	2023	Chardonnay
16	2022	Chardonnay
17	2021 & Older	Chardonnay
18	Any	Sauvignon Blanc
19	2024	Blends of Sauvignon Blanc & Semillon
20	2023 & Older	Blends of Sauvignon Blanc & Semillon
21	Any	Other White Blends & Varieties eg: Chenin Blanc, Riesling, Semillon, Verdelho, etc
22	2023 & 2024	Rosé

SWEET & SPARKLING WINES

Class	Vintage	Wine
23	Any	Sparkling Wine (bottle fermented and disgorged)
24	Any	Sweet White Table Wine (over 15gm/l)
25	Any	Fortified Wine

ALTERNATIVE STYLES

Class	Vintage	Wine
26	Any	White (refer point N in Rules & Regulations)
27	Any	Red (refer point N in Rules & Regulations)

WINES OF PROVENANCE

Class	Vintage	Wine
28	Any	White Wine of Provenance (3 vintages of any variety. refer point O in Rules & Regulations)
29	Any	Red Wine of Provenance (3 vintages of any variety, refer point O in Rules & Regulations)

NON-COMMERCIAL WINES

Class	Vintage	Wine
30	Any	White Wine (refer point R in Rules & Regulations)
31	Any	Red Wine (refer point R in Rules & Regulations)

NOTES

Wines of Provenance Unopened bottles will be returned to exhibitor.

Single Vineyard Trophies Single vineyard wines may be entered into any class; simply tick the box and enter the name of the vineyard on the entry form. Refer point E in Rules & Regulations.

Trophies

Trophy	Classes
Endeavour Group Trophy for Wine of Show	1 - 27
Vinline Mobile Bottling Trophy for Most Successful Exhibitor	1 - 27
Vasse Steel Trophy for Red Wine of Show	1 - 13, 25, 27
Labelmakers Trophy for White Wine of Show	14 - 26
City of Busselton Trophy for Best Cabernet Sauvignon	1 - 4
MCC Trophy for Best Chardonnay	14 - 17
Langtons Trophy for Wine of Provenance	28 - 29
Tonnellerie de Mercurey Trophy for Best Single Vineyard Red	1 - 13, 27
Sanector Trophy for Best Single Vineyard White	14 - 26
Cospak Saverglass Trophy for Best Cabernet Sauvignon Blend	5 - 7
My Vintner Trophy for Best Sauvignon Blanc	18
Trophy for Best Blend of Sauvignon Blanc & Semillon	19 - 20
Fusion Electrical Trophy for Best Shiraz / Syrah	8 - 10
Novonesis Trophy for Best Rosé	22
Margaret River Wine Storage Trophy for Best Alternate White	21, 23 - 26
Hahn Corporation Trophy for Best Alternate Red	11 - 13, 25, 27

The Most Successful Exhibitor trophy is awarded to the principal wine brand (refer to Exhibitor Rules & Regulations - Point F) scoring the most points. Points are accrued in the following manner:

95 points and over (Gold medal)
5 points

90 to 94 points (Silver medal)
3 points

85 to 89 points (Bronze medal)
1 point

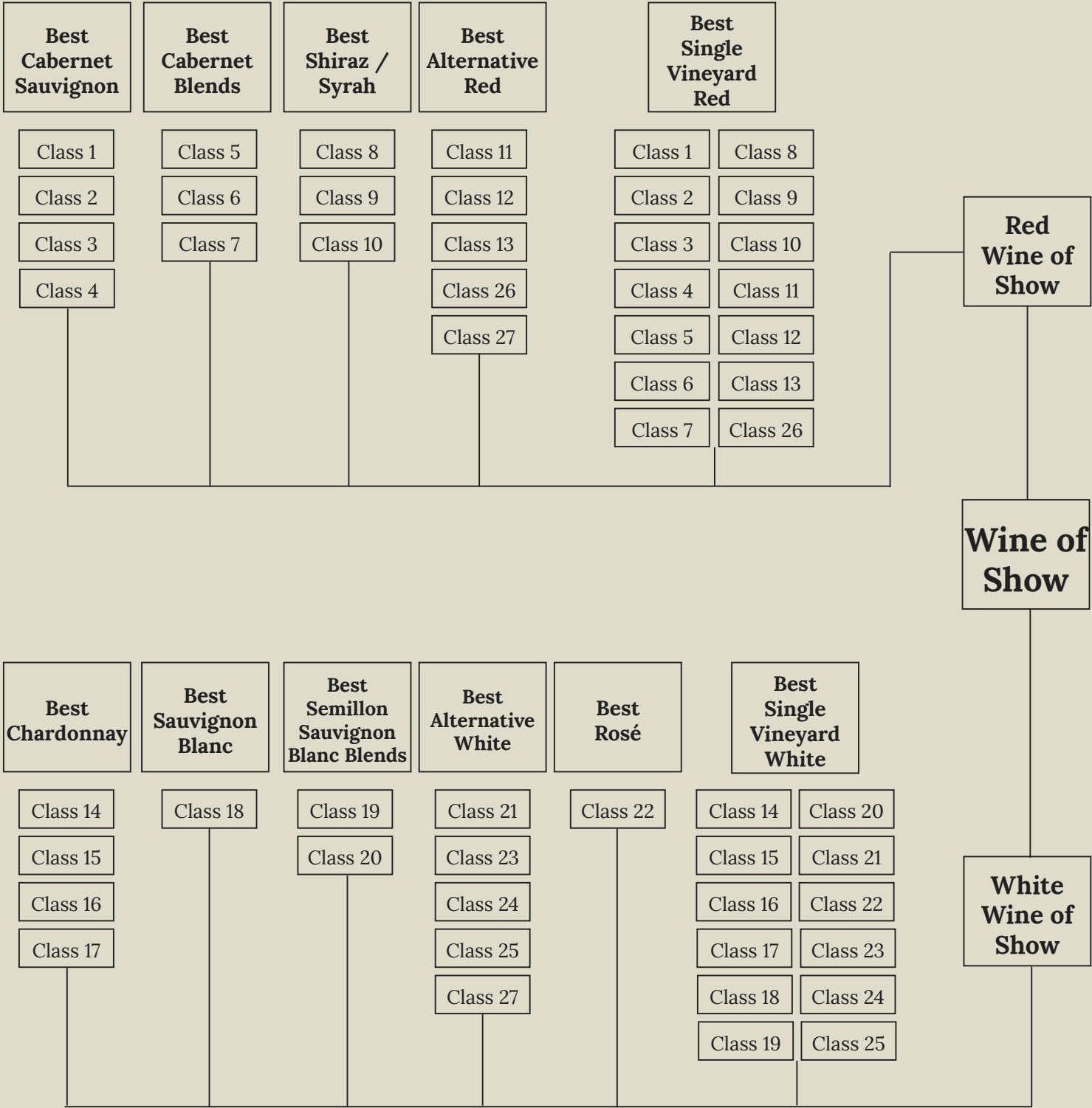
An additional two (2) points will be allocated to a wine receiving a trophy.

Wines considered for this award are restricted to any Exhibitors' top three (3) awards and excludes classes 27 to 30. In the event of a tie, the points awarded for a 'fourth' wine will be counted. Again if there is still a tie the points awarded for a 'fifth' wine will be counted. Should the total points still be equal after a 'fifth' wine has been counted a tie will be formally declared and the Trophy will be shared.

For example:

Exhibitor A	Points	Exhibitor B	Points
Wine 1 - Gold & Trophy	7	Wine 1 - Gold & Trophy	7
Wine 2 - Gold & Trophy	7	Wine 2 - Gold & Trophy	7
Wine 3 - Gold	5	Wine 3 - Gold	5
Tie Total	19	Tie Total	19
Wine 4 - Gold	5	Wine 4 - Gold	5
Wine 5 - Gold	5	Wine 5 - Silver	3
Total (Winner)	29	Total	27

Trophy Tree



Wine of Provenance

Class 28

Class 29

Each entry will comprise of three wines of the same label: Current release vintage, 1 of between 5 -7 years older and 1 at least 8 years older.

No scores will be published and only the bracket of three wines awarded the Trophy will be declared.

Classes 27 - 30 will not be considered in calculating the Most Successful Exhibitor.

SINGLE VINEYARD WINES

A single vineyard wine is only eligible for the Red or White Wine of Show and Wine of Show if it has won a straight varietal or best other trophy.



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For further information please contact:

Andrew Smith | General Manager | andrews@labelmakers.com.au

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Exhibitor Rules & Regulations

- A. Wines are only eligible if from the Margaret River Geographical Indication (GI). All entries must therefore comply with the Label Integrity Programme (LIP) regulations and be made from grapes sourced within Margaret River (85% minimum). The regional boundary is defined as any grapes grown west of the Gladstone Line (115° 18' East).
- B. Exhibits must comply with all Commonwealth and State Acts, governing the production and labelling of Australian wine. In particular Australian Wine & Brandy Corporation Act, State Food Act and ANZ Food Standards Code (Standard 4.1.1).
- C. No wine may be entered more than once (for the Wines of Provenance Classes 28 - 29 the youngest wine entered is not subject to this rule). Wine that has been bottled under multiple labels is only permitted to be entered once.
- D. There is no restriction to the number of wines entered into any one class. Each wine must be unique and meet the eligibility criteria for the class.
- E. Exhibits eligible for the Single Vineyard Trophies must contain a minimum of 95% of wine produced from a single vineyard, the name of which must be declared on the entry form. The named vineyard must be a single contiguous property.

Single vineyard wines may be entered into any class. The top single vineyard gold in each class will be eligible for the Single Vineyard Red and White Trophies. Only single vineyard wines that have won a straight varietal or best other trophy are eligible to win Best Red or Best White and Best Wine of Show.
- F. The exhibitor must be the producer/proprietor of the commercial mark under which the product is sold.
- G. Wines must be entered under the principal brand name - NOT under a parent/subsidiary company name. The entry should reflect the label. It is a requirement that wines are entered into the class which most reflects how they are or will be commercially labelled.
- H. Wineries must hold the minimum quantities of stock in bottle at time of entry.
 - i. Classes 1 - 27
50 cases (9L equivalent per case)
 - ii. Classes 28 - 29
50 cases for youngest wine, no case requirement for older wines
 - iii. Classes 39 - 30
No case requirement
- I. Exhibits must be from commercially bottled stock, preferably carrying the exhibitor's normal commercial label and bottled prior to 24 October 2024. The wine exhibited for judging therefore must be the same wine made available for sale through general distribution channels including retail outlets and/or cellar door.
- J. Tank or barrel samples will be disqualified (see 'Audit').
- K. Vintage, variety and varietal blend composition must comply with Australian Label Integrity Programme (LIP) regulations.
- L. Cabernet Sauvignon and Cabernet Sauvignon blends must be entered into the appropriate class, as named on their commercial label. For instance, if a wine is labelled Cabernet Merlot, it must be entered into a Cabernet Sauvignon Predominant Blends classes. (Refer Wine Australia Regulations: Grape varieties)
- M. Cabernet Sauvignon Predominant Blends Classes 5 - 7, entries should be Bordeaux style blends containing only Cabernet Sauvignon, Cabernet Franc, Malbec, Merlot and Petit Verdot. Cabernet Sauvignon blends containing Shiraz should be entered in Other Red Blends and Varieties.
- N. Alternative Styles Classes 26 and 27 are open to wines made in an unconventional style and do not fit into other classes. For example, cloudy, extended skin contact, amber wines etc. Alternative variety wines made in traditional styles should be entered the Other Red and Other White classes.

- O. Wines of Provenance Classes 28 and 29. Each entry must comprise of three wines of the same variety/blend and label. Wine A: youngest vintage, e.g. a 2023 wine, Wine B: between 5 -7 years older e.g. a wine from 2018 or older, Wine C: at least 8 years older e.g. a wine from 2015 or older. The youngest wine entered must meet the minimum 50 case stock requirement as for Classes 1 - 27. There is no case requirement for the other two vintages. The youngest wine may be entered into another class as appropriate. Unopened bottles will be returned to Exhibitors.
- P. The judging process will not be applied in full to the Wines of Provenance classes (refer to section "F" in the Judging Process on page 15). No scores will be published and only the finalists and the wines awarded the trophy will be declared. Classes 28 and 29 will not be considered in calculating the Most Successful Exhibitor.
- Q. Wines may, at the discretion of Margaret River Wine Association senior staff, Chief Steward or Chair of Judges, be transferred to more appropriate classes.
- R. Exhibitors must be producers of wine for public sale and licensed as per the laws of Australia.
- S. Classes 30 and 31 only are open to non-commercial labels produced by growers, students, winemaking amateurs etc. These wines will receive commendations only. Wines must use Margaret River GI fruit. The wines entered in these classes will not be eligible for trophies.
- T. The Margaret River Wine Association reserves the right to accept, reject or disqualify any entry. Any exhibitor breaking any regulation may be disqualified from this and future shows.
- U. All exhibits become the property of the Margaret River Wine Association and will be used for marketing and promotional purposes.

Online Entries

Entry is via ShowRunner at <https://wineshow.awri.com.au/2024-margaret-river-wine-show>

When entering each exhibit please take note of how the wine will appear in published results and ensure that it is correct.

Entry Fees

Entries will not be accepted unless accompanied by fees.

- \$67.50 (inc gst) per entry: MRWA Member
- \$135 (inc gst) per entry: non-MRWA Member
- \$27.50 (inc gst) per entry for MRWA Member classes 30 & 31 (Non-Commercial wines) only
- \$55 (inc gst) per entry for non-MRWA Member classes 30 & 31 (Non-Commercial wines) only

The MRWA Member Entry Code **MUST BE APPLIED** at the time of entry to receive a 50% discount.

MRWA is unable to refund the discount on entries submitted via ShowRunner without the code.

Entry fees will not be refunded if an exhibit is not received by the due date, withdrawn by the exhibitor, or if the exhibit is disqualified.

Provision of Winning Wine

Exhibitors who are Gold Medal and Trophy winners for Classes 1 – 27 are required to provide the Association with one case (12 bottles) of the award winning wine. An additional 12 bottles of a Trophy winning wine is to be provided to the Association if required. Upon request the Association can assist towards this wine cost at wholesale or \$300 (inclusive of WET and GST), whichever is lesser.

Additional bottles of Gold Medal and Trophy winning wines may be requested for the Exhibitor Tasting if all bottles entered have been opened during judging.

The Association uses the wine supplied at the Wine Show Awards Presentation, masterclasses and tastings for international and national media and trade, promotional displays, product placements, wine dinners and tasting events.

Please note this wine will become the property of the MRWA and, as an asset, is fully auditable each financial year.




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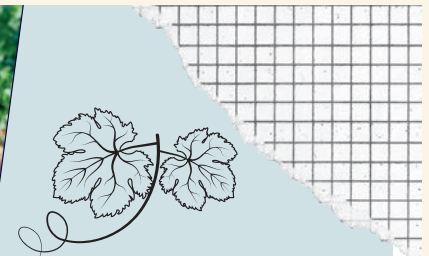
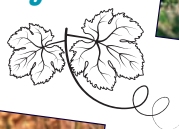
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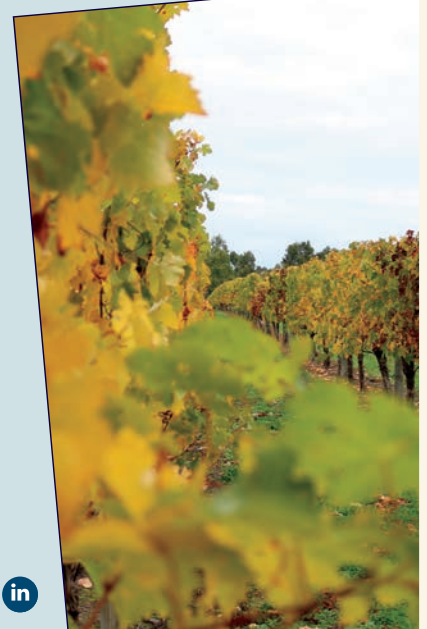


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of the Show**

As the region toasts the top wines
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all to enjoy.

Congratulations to all those who
participated.

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Delivery of Exhibits

Where: Margaret River HEART, Wallcliffe Road, Margaret River

Dates: Wednesday 23 October and Thursday 24 October 2024

Time: 12.00pm and 4.00pm ONLY

Please ensure that only a member of the MRWA staff or Wine Show Committee accepts delivery of your wine stock. The Margaret River Wine Association will NOT be held liable for wine delivered to the Association office, or outside of delivery times.

Labels & Preparation

Whilst a commercial label is not a requirement of entry it is strongly suggested that all wines have a label as they may be used for promotional imagery. Wines that do not have a commercial label attached MUST be labelled with a minimum of the name of the Exhibitor, name of the wine, variety(ies) and vintage. Clean skins will not be accepted.

Exhibit labels will be emailed to exhibitors approximately two weeks prior the delivery due date. Please ensure that the labels are NOT placed on the front commercial label. Photos of winning wines will be used for promotional purposes.

Number of bottles per entry:

- i. **Classes 1 - 23, 26 & 27**
Four 750ml bottles or equivalent
- ii. **Sweet Wines and Fortified Wines Classes 24 & 25**
Three 750ml bottles or equivalent
- iii. **Wines of Provenance Classes 28 & 29**
Two 750ml bottles or equivalent of each of the three wines
- iv. **Non-Commercial Wines 30 & 31**
Two 750ml bottles or equivalent

Wine of Provenance exhibit labels should only be placed on the youngest wine. Unopened bottles will be returned to Exhibitor.

Exhibitor Tasting

The Exhibitor Tasting will be held on Thursday 31 October at the Margaret River HEART.

Due to space and liquor license regulations, tickets are required for entry.

Tickets are issued as follows:

- 1 – 10 entries = two tickets
- 11 – 30 entries = three tickets
- More than 30 entries = four tickets

Booking details will be sent to Exhibitors after entries have closed.

Use of Trophy Names and/or Wine Show Logo

Any use of trophy name and logo for promotional and advertising purposes must include the name '2024 Endeavour Group Margaret River Wine Show'.

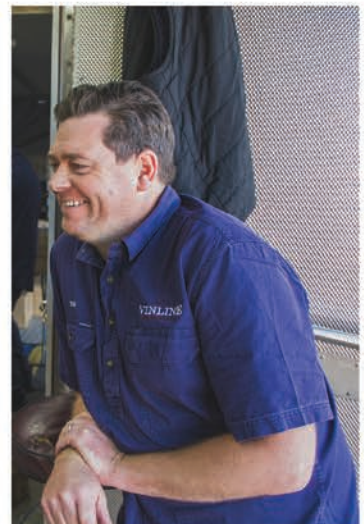
Medals can only be displayed as per the Australian Grape & Wine Industry Display of Awards Code of Practice. Visit www.agw.org.au for a copy of the Code of Practice.

Lack of compliance may result in denial of entries for future Wine Shows and compliance to the code is a prerequisite for entry.



VINLINE

MOBILE BOTTLING



Judging Process

- A. Trophies will only be awarded to Gold medal winning wines. In the instance that more than one gold medal is awarded in a class, only the top pointed gold will be eligible for a trophy.
- | | |
|---------------|--------------------|
| Gold | 95 points and over |
| Silver | 90 to 94 points |
| Bronze | 85 to 89 points |
- B. There will be three Judges and two Associate Judges per panel with each Judge independently and then collectively using a 100 point scoring system. Scores will be displayed out of a single collective 100 point score. All entries will be scored with results available at the Exhibitors Tasting. Please note that all Gold Medal wines will be published as 95 points in order to not reveal the Trophy winner. Wines receiving less than 85 points will be listed in the Results Book in alphabetical order without a score.
- C. Awards may be withheld in any class where exhibits are considered unworthy.
- D. All wines are judged 'blind' with only the variety or varieties and vintage known to judges.
- E. The judging of trophies is to use the "Borda Count" as per the recommendations of the ASVO. In the instance of a tie, the Chair of Judges will be entitled to make a casting vote to determine the award.
- F. For the Wines of Provenance classes 28 and 29 no scores will be published and only the bracket of three wines awarded the trophy will be declared.

Classes 28 and 29 will not be considered in calculating the Most Successful Exhibitor.

Audit Requirements

The 2024 Margaret River Wine Show audit procedures have been based with reference to the Australian Society of Viticulture and Oenology (ASVO) Wine Show Committee audit recommendations as laid down by the 15th Australian Wine Industry Technical Conference (www.asvo.com.au).

Pre-Show Audit

Immediately following the receipt of all samples, a draw of one percent of the entries will be made to audit the entries.

A representative of the Margaret River Wine Association will make an inspection of entries to ensure compliance with the 2024 Margaret River Wine Show Exhibitor's Schedule rules and regulations. This will involve an audit of the wine storage facility.

One sample bottle (without charge) of the audit wine will be taken for assessment alongside the entered exhibit by the Chair of Judges.

Post Show Audit

Following the presentation of Awards, a further random selection of all entered wines (including Award and/or non-Award winning wines) may be made to ensure compliance with the 2024 Margaret River Wine Show Exhibitor's Schedule rules and regulations.



MARGARET RIVER
WINE SHOW
GALA AWARDS LUNCHEON

Wills Domain
Yallingup

Friday 1 November - 12pm

Dress: Semi-Formal / Cocktail

Tickets \$240pp include a fabulous 4-course meal curated to accompany tastings of trophy awarded wine from the 2023 & 2024 Margaret River Wine Shows.

Abbey Vale | Credaro Family Estate | Evans & Tate | Mandoon Estate | McHenry Hohnen
Snake and Herring | Stella Bella | Wills Domain | Xanadu Wines

Purchase Gala tickets and bus transfers from Margaret River, Cowaramup, Yallingup,
Dunsborough, Vasse and Busselton at www.trybooking.com/CLAKU



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2024 VITICULTURE & SUSTAINABILITY EXCELLENCE AWARD

presented by Cape Mentelle

The Viticultural Excellence Award was created in 2007 by the Margaret River Wine Association (MRWA) to acknowledge that great wines start in the vineyard. In 2022 the award expanded to Viticulture & Sustainability Excellence in recognition of the importance of sustainability in viticulture. The award rewards a person's outstanding achievement in the Margaret River wine industry.

The 2024 winner will be announced at the Endeavour Group Margaret River Wine Show Gala Awards Luncheon and winner will receive a \$3,000 education and training bursary courtesy of Cape Mentelle.

Contact info@margaretriver.wine for an application form. Entries close 29 September

HALL OF FAME

2023	Steve Kirby (Howard Park)
2022	Alex Miller (Voyager Estate)
2021	Chris Gilmore (Clairault Streicker)
2020	David Moulton (Cape Mentelle)
2019	Ianto Ward (Juniper Estate)
2018	Steve Martin (Stella Bella)
2017	John Fogarty (Deep Woods Estate)
2016	Suzie Muntz (Xanadu Wines)
2014	Ashley Wood (Cape Mentelle)
2013	Dave Botting (Howard Park & Madfish Wines)
2012	Jaden McLean (Woodlands Wines)
2011	Bart Maloney (Vasse Felix)
2010	James Harris (KarriBindi)
2009	Keith Scott (St Margaret's Vineyard)
2008	Teresa Gibellini (Glamorgan Estate)
2007	Steve James (Voyager Estate)



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2024 CELLAR DOOR EXCELLENCE AWARD

presented by MRBTA

Developed in 2018 the Cellar Door Excellence Award celebrates the importance of Wine Tourism and Cellar Doors to the Margaret River Wine Region. It also acknowledges that wine tourism experiences and ongoing wine sales are intrinsically linked.

The winner will receive a \$2,000 education and training bursary courtesy of the Margaret River Busselton Tourism Association (MRBTA).

Entrants are required to have managed Wine Tourism or a Cellar Door within the Margaret River GI for at least 18 months.

Entry fees: MRWA Members - no charge,
MRWA Non-Members - \$150.00 (inc GST)

Entries close 29 September with the winner announced at the Endeavour Group Margaret River Wine Show Gala Awards Luncheon on 1 November. For further information and an application please contact info@margaretriver.wine

HALL OF FAME

2023	Amanda Keady (Swings & Roundabouts)
2022	Charlotte Dowden (Cape Mentelle)
2021	Grace Pigram (Vasse Felix)
2020	Paris Hokin (Arlewood Estate)
2019	Ulrika Larsson (Clairault Streicker)
2018	Emily Brommell (Howard Park Wines)

**MARGARET RIVER
BUSSELTON
TOURISM
ASSOCIATION**

Margaret River Busselton Tourism Association is proud to sponsor the 2024 Margaret River Cellar Door Excellence Award.

This year's winner will receive a \$2,000 education and training bursary for the advancement of their Wine Tourism knowledge and practice.

Good luck to all of the passionate professionals entering the category this year. We commend your work to support the region's reputation as one of the world's most desirable fine wine destinations.

mrbta.com

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2024 JOHN TATE MEMORIAL INNOVATION AWARD

presented by Miles from Nowhere

Beginning in 2022, the John Tate Memorial Innovation Award personifies the legacy of the late John Tate, and all he accomplished for the Margaret River wine industry.

John Tate was a true innovator of the region for his time. He led an industry wide viticulture improvement program in trellising, brought new wine styles to the region and new plantings in Jindong. He revolutionised the marketing, PR and packaging of Margaret River wine for the time, and significantly advanced its production and culture. His legacy lives on in every new vintage of the region.

This award recognises the innovation and

advancements that are being brought to the Margaret River wine region, with the goal of developing the region into its unfound potential.

The 2024 winner will be announced at the Endeavour Group Margaret River Wine Show Gala Awards Luncheon on Friday 1 November.

Contact info@margaretriver.wine for an application form. Entries close 29 September

HALL OF FAME

2022 Ben Johnston (DataVit)

2023 George Harrison (Kaloorup Vineyard)

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