



Media release

20 April 2009

LEADING WINE COMPETITION MOVES TO MARLBOROUGH

The Liquorland Top 100 International Wine Competition judging event is on the move. After four very successful years in Wellington under the directorship of well-known wine consultant, Belinda Jackson, the team felt it was time for change and moving to New Zealand's primary wine region was an obvious choice.

Welcoming the event with open arms, Wine Marlborough Marketing Manager, Marcus Pickens explains, "This is great news for the region. The Liquorland Top 100 has always had an excellent reputation in the industry and for Marlborough to host it is just terrific. We see it as further endorsement of Marlborough's leading position on the New Zealand wine scene."

Now in its 16th year the Liquorland Top 100 continues to provide a platform for wine producers to benchmark their wines and promote them in New Zealand and overseas.

"We had a fantastic 1,476 wines entered last year and hope to have even more this year," says Belinda. "The variety and quality of wines entered demonstrates just how spoiled for choice New Zealand wine drinkers are, particularly as we continue to insist on minimum quantities to ensure the winning wines are available to purchase." She continues, "As well as providing a valuable industry platform, the competition also provides an independent endorsement for wine lovers. Consumers are offered 100 hand-picked wines allowing them to make a risk-free choice," says Belinda.

Commenting on the sales, Liquorland Merchandise Manager, Andrew Bartley says that each year Liquorland sees a significant boost for wines named in the Top 100, illustrating that both consumers and wine producers benefit from the award recognition. "For consumers who enjoy wine but who don't necessarily have great wine knowledge, the in-store Liquorland Top 100 guide and tasting notes are extremely effective in helping them select a top-quality wine that suits both their taste and budget."

In a striking environmental move, the 2009 judging event has been certified carbon neutral. Liquorland is working with CarboNZero to measure, manage and mitigate emissions leading to what is believed to be the first certification in the world for a wine competition.

Andrew says the carbon neutral certification is very important to the Top 100 team. "We feel passionate about offsetting any impact the Liquorland Top 100 may have on the

environment. By becoming the first wine competition to achieve carboNZero certification we hope to encourage others in the industry to follow suit.”

The competition is open to any wines made wholly from grapes, from any wine-producing country either directly from producers or via their distributors or agents in New Zealand.

Entries are open from 1 June to 31 July with wines for judging to be submitted between 10 and 19 August. Judging will run from 25 to 27 August in Marlborough with the Liquorland Top 100 and trophies announced 2 October at the awards evening in Auckland.

ENDS

Notes to the editor

- The 2009 Liquorland Top 100 will be published in a colour catalogue and will be available online at www.top100.co.nz. The full list of trophy winners and medal winners will be available at Liquorland outlets nationwide from Monday 5 October.

Belinda Jackson

- Belinda has been in the wine industry for over 20 years after discovering her life's passion in Bordeaux. She has worked across Europe and New Zealand in all aspects of the trade, including selling, buying, educating, marketing and making wine. As well as director of the Liquorland Top 100 International Wine Competition, Belinda is also a consultant to various wine producers.

Key contacts

To arrange an interview with Belinda Jackson, or for more information on the Liquorland Top 100, please contact:

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