



Media Kit

WELCOME TO GEELONG, ONE OF AUSTRALIA'S TRULY ICONIC WINE REGIONS.

Supported by



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GEELONG WINE REGION

Media Kit

The Geelong Winegrowers Association (GWA) has pleasure in presenting this Media Kit. It has been designed as an up-to-date vital resource for media interested in seeking information and pictorial references relating to this dynamic viticultural hub of Australia.

Geelong has firmly established itself as one of Australia's truly iconic wine regions. Embracing some of Victoria's best scenery, local produce and touring opportunities, the Geelong wine region encompasses terroir and varietal diversity, a fascinating history as well as an innovative and rich viticultural bounty.

Vignerons of Geelong are tremendously proud of our region and all it has to offer. We invite the Australian media to share with us our heritage, our passion and of course, our acclaimed cool climate wines.

GWA wishes to extend heartfelt thanks and gratitude to Regional Development Victoria (RDV) for sponsoring the design and development of this Media Kit. It is through such sponsorship that regional industries - such as Geelong Wine - are empowered to extend profile and reputation.



Supported by





21 December 2010

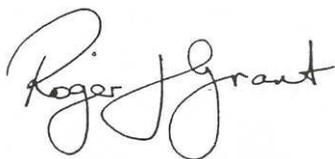
Partnership with Geelong Winegrowers Association.

Geelong Otway Tourism has a long standing and close relationship with the Geelong Winegrowers Association (GWA). We are delighted to see the significant growth in the number of wineries, the varieties of premium wines produced and the range of high quality visitor related facilities and services now provided at the wineries.

We firmly believe that our Geelong Otway Region now has genuine tourism strength in winery tourism and will work in close partnership with GWA to capitalise on and maximise marketing and development opportunities.

Tourism is critical to the social and economic well being of our region. We are already an increasingly sought after destination by both domestic and global travellers. Increasingly visitors are seeking unique quality experiences and without doubt our wines, wineries and associated facilities have become a primary reason to visit, stop and stay in our region. National and Global distribution and enjoyment of wine from our region helps put us on the map and the Consumption of branded quality wines enhances the regions reputation a encourages visitation.

We are proud partners with GWA to host and support the media to our Region so that they can be best prepared to tell the world of the wonderful success story of winery tourism in the Geelong Otway Region.



ROGER GRANT
EXECUTIVE DIRECTOR

PRINCIPAL PARTNERS

Geelong Region
Community Bank branches




EXECUTIVE PARTNER



GREEN PARTNER



GEELONG WINE REGION

Introduction

This Media Kit was primarily designed as a contemporary media resource relating to 'anything' Geelong wine. It embraces the Geelong wine region's history, official definition, hectares, climate, sub regions, member wineries and grape varietals. It also provides media with information relating to the Geelong Winegrowers Association (GWA) and the ongoing major events initiated by GWA including Toast to the Coast, Geelong Wine Show and the Charity Barrel Auction. Other regional events, sponsorships and initiatives are also detailed throughout. Complimenting the Media Kit is the recently redesigned Geelong Winegrowers Association website, www.winegeelong.com.au - a critically aligned media resource which is constantly updated and refreshed as new issues, events and activities come to fruition.

Specific features of the website include:

- Individual GWA member winery sub sites featuring up-to-date information pertaining to each winery, from opening hours and culinary offerings to varietals, hectares under vine, wine brands and awards.
- A dedicated Media section
- Toast to the Coast
- Geelong Wine Show
- News & Events

A particular highlight of the Geelong Wine Region Media Kit and website is the feature library of recently commissioned photographic images. This Media Kit presents media with thumbnail images for consideration and selection. Media can obtain any of these images – in high resolution – via the Media portal at www.winegeelong.com.au

Geelong Winegrowers Association Inc

PO Box 7230

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info@winegeelong.com.au

www.winegeelong.com.au

GEELONG WINE REGION

Overview

GEOGRAPHICAL INDICATIONS DEFINING THE GEELONG WINE REGION

In relatively recent times, there has been a move towards officially defining Australian wine regions. The official title for Australian wine region definition is Geographical Indications (GI), a concept overseen by the Geographical Indications Committee (GIC) a statutory authority of the Australian Wine & Brandy Corporation (AWBC). A Geographical Indication is an official description of an Australian wine zone, region or sub-region designed to protect the use of the regional name under international law. Any wine carrying the GI must include at least 85% fruit from that region. The GI system was introduced in 1993 arising from an historic bilateral agreement between Australia and the European Union involving Australia's agreement to respect Europe's regional names. Underpinning this agreement was the phasing out of Australian usage of established European generic names such as Burgundy, Champagne, Chablis, Moselle, Port and Sherry on wine labels.

AWBC component definitions of Geographical Indications comprise the following:

- A **zone** is an area of land, without any particular qualifying attributes.
- A **region** must be a single tract of land, comprising at least five independently owned wine grape vineyards of at least five hectares each and usually produce five hundred tonnes of wine grapes in a year. A region is required to be measurably discrete from adjoining regions and have measurable homogeneity in grape growing attributes over its area.
- A **sub-region** also must be a single tract of land, comprising at least five independently owned wine grape vineyards of at least five hectares each and usually produce five hundred tonnes of wine grapes in a year. However, a sub-region is required to be substantially discrete within the region and have substantial homogeneity in grape growing attributes over the area.

There are four levels to Australian Geographical Indications. Within these four levels, Geelong's GI is defined as:

- | | |
|--------------------------|---|
| 1. States or Territories | VICTORIA |
| 2. Zones | Port Phillip* |
| 3. Region | Geelong |
| 4. Sub Regions ** | Surfcoast/Otways
Moorabool Valley
The Bellarine |

* Also embraced by the Port Phillip Zone are the Yarra Valley and Mornington Peninsula wine regions. For further information about Australian Geographical Indications, refer to the Australian Wine & Brandy Corporation, www.wineaustralia.com

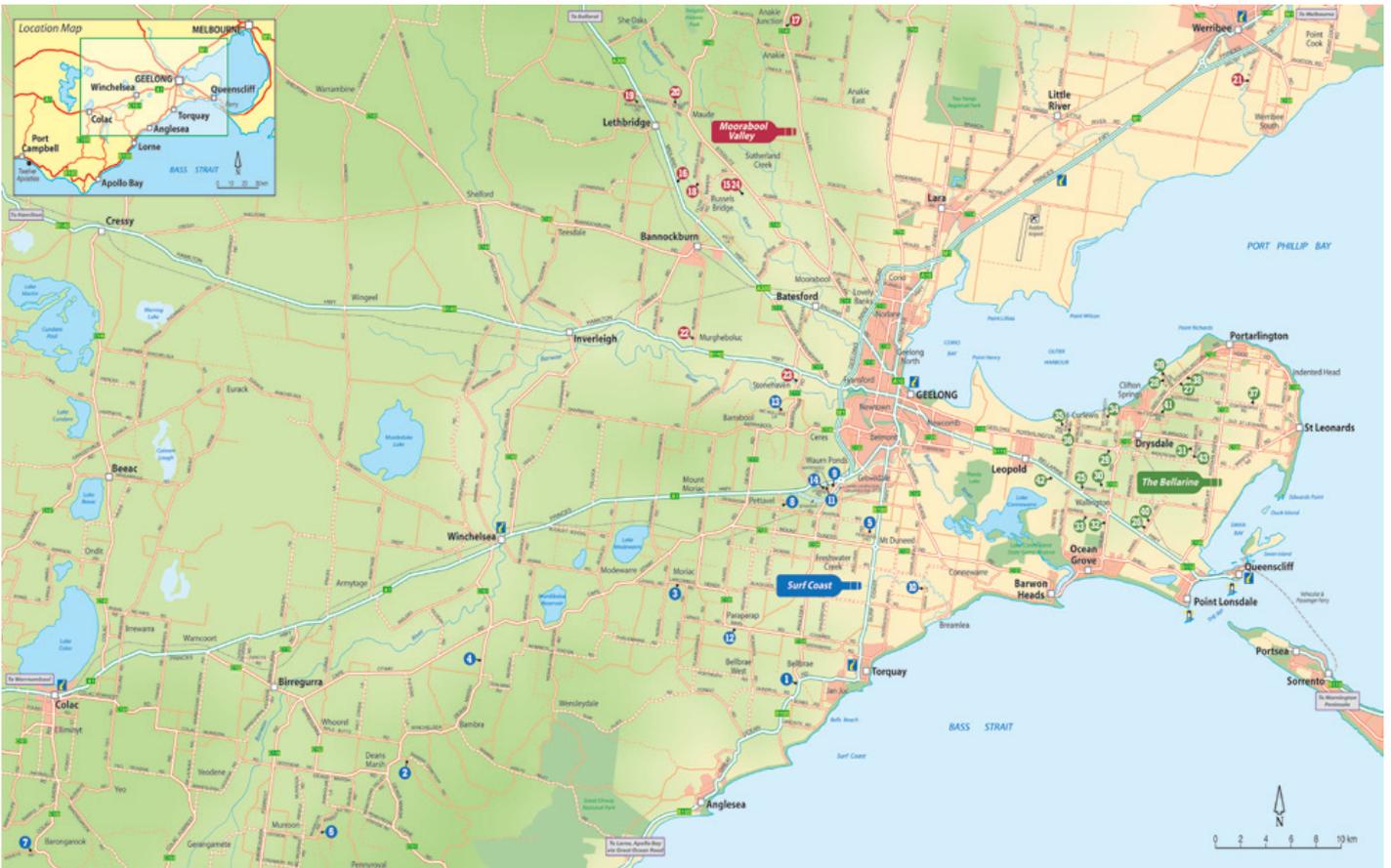
** At this stage, Geelong sub regions are classified for tourism marketing purposes only. Work is currently underway to officially define and register them under the AWBC classification system.



SUB REGIONS

The Geelong wine region embraces three sub regions:

- Surfcoast/Otways
- Moorabool Valley
- The Bellarine



FAMILY OWNED AND OPERATED

A particularly rare and unique feature of the Geelong wine region is the fact that ALL wineries are family owned and operated, there are no corporates. Visit any Geelong winery and the chances are the people you meet are the personalities behind the wines. The majority of Geelong wines are estate grown with pride and hand crafted with soul.

WINERIES AND VINEYARDS

The Geelong wine region is home to more than 150 vineyards, 60 wineries and 40 Cellar Doors.

HECTARES UNDER VINE

780 hectares (1,950 acres) comprising approximately:

160 hectares – Surfcoast/Otways

390 hectares – Moorabool Valley

230 hectares – The Bellarine

ANNUAL TONNAGE

The annual yield for the Geelong wine region falls between 4875 – 5460 tonnes. This equates to 6.25 – 7 tonnes per hectare (2 – 3 tonnes per acre).

CLIMATE, ALTITUDE & TERROIR

LONGITUDE 144 ° 22' E

LATITUDE 38 ° 07' S

ALTITUDE 20 – 150M (66-492 FEET)

ANNUAL RAINFALL 54 0MM

MEAN JANUARY TEMP 19° C

RELATIVE HUMIDITY OCT – APR, 3PM AVERAGE 57%

Geelong is classified as a 'cool climate' wine region which inherently provides an extended ripening period. Cool climate wines are recognised as the best in the world. The Geelong region boasts a winning combination of rich 'terroir' (the overall growing environment of the vine that has a direct impact on a wine's character) and a cool climate, similar to the renowned French wine regions of Bordeaux and Burgundy.

The majority of the Geelong wine region is strongly influenced by the moderating effect of the surrounding water of Port Philip Bay or Bass Strait. Pushing up into the northern part of the region the climate is less maritime and more continental. Elevations are from the coast to approximately 400m above sea level. The region is fairly dry, with average rainfall between 500 ml and 600 ml per annum; the majority falls in winter and spring. Strong winds are a constant, providing good airflow within the canopy, which assists in the natural control of various vine diseases.

Long, cool and usually dry Autumns ensure optimum ripeness across the core regional varieties whilst low rainfall produces a rich concentration of flavour, aromatics and colour – distinctive characteristics of Geelong wines. It's also a diverse region with plenty of geographical 'latitude'. From the maritime microclimate of The Bellarine and Surf Coast to the dark volcanic topsoils and dry, sandy outcrops of the Moorabool Valley, sub regional nuances add an intriguing, multi-faceted complexity to Geelong wines.

SOIL

The principal soil type is the commonly encountered red-brown clay loam over a hard clay base. The subsoil varies in pH; in part it is strongly alkaline, owing to the presence of limestone, while elsewhere it is more acidic. A second soil type is also found, that of Biscay; black cracking clay, which forms a finely cracked surface crust.

HARVEST

Although seasonal/climatic impact varies from year to year, typical Geelong wine sub region harvest periods are:

Surfcoast/Otways - March/April/May

Moorabool Valley - Feb/March/April

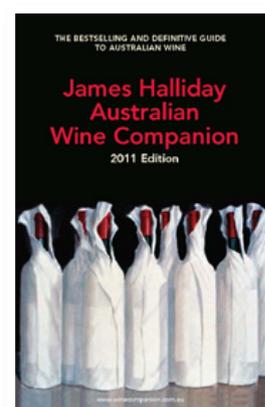
The Bellarine - March/April

JAMES HALLIDAY WINE COMPANION 2011 – EXCEPTIONAL NATIONAL STATUS

Geelong wine continues to impress the Australian wine scene with local wineries receiving exceptional and unprecedented accolades in the recently released Halliday Wine Companion 2011. More than 82% of Geelong wineries reviewed gained a four plus star rating – an increase of 8% from the 2010 publication. In addition, 35% of wineries achieved the highest possible 5 Star rating for 'outstanding winery' – an increase of 11% from 2010.

Specific highlights in the 2011 Halliday Wine Companion included:

- 13 Geelong wines showcased in Halliday's 'Best of the Best' list, featuring the highest rated wines in Australia of each variety.
- 35% of reviewed Geelong wineries were listed as maximum 5 Star rating – 'Outstanding Winery' – an increase of 11% from 2010.
- 24% of reviewed Geelong wineries were listed as 4.5 Star rating – an increase of 5% from 2010.
- 24% of reviewed Geelong wineries were listed as 4 Star rating.





EXPORT

Numerous wineries in the Geelong wine region are now exporting wine all over the world. Geelong wine export markets include China, UK, USA, Canada, Japan, Korea, India, Germany and Singapore.

AWARDS

Geelong wines are consistently rated as being amongst the best in Australia, a fact confirmed by the multitude of Australian and international awards received each year by local wineries.

The GWA website, www.winegeelong.com.au features dedicated member subsites which are regularly updated with information pertaining to individual wineries' plethora of world standing industry awards.

VINTAGE 2010

Geelong enjoyed a particularly solid vintage in 2010. With reasonable rainfall during critical growth periods and natural attrition contributing to varietal intensity, vignerons are anticipating some exceptional aromatics to shine through.

APPENDIX I Media Release – Vintage 2010

VINTAGE 2011

From all reports, Vintage 2011 is shaping up to be one of the best in 20 years for Geelong wine. What can only be described as magnificent rainfall has seen luxurious growth, excellent fruit set and vignerons delighting at the prospect of heading into Summer with full dams for the first time in years. Although such rapid growth has presented certain challenges in terms of pest and disease prevention, Geelong vignerons are smiling – all in all gearing up for a bumper vintage in 2011.



GEELONG WINE REGION

History

The Geelong wine region embraces two distinct histories. Victoria's first commercial vintage was produced by Swiss immigrant vigneron in 1845. By the 1860s, Geelong was the most significant wine region in Australia – in both size and stature – exporting to Europe and producing award winning wines. This burgeoning industry was abruptly halted in 1875 when the Victorian Government ordered the removal of all vines due to an outbreak of the vine pest phylloxera. The Geelong region then experienced a winemaking hiatus of nearly 100 years.

Wine enthusiasts and entrepreneurs, Daryl and Nini Sefton, appreciating the history of Geelong Wine and realizing the opportunity to re-establish Geelong as a premium wine growing region, led the 1996 renaissance which now embraces more than 150 vineyards. Today, Geelong is again a powerful force on the Australian and international viticultural stage with Geelong wines widely acclaimed as world class.



GEELONG WINE REGION

Three Sub Regions

A unique aspect of the Geelong wine region is that it embraces three dynamic sub regions - each boasting its own unique micro climate and 'terroir'. The result is that Geelong wines display an incredibly broad range of palate nuances, delicate fingerprints of each sub region, yet all part of one greater region, Geelong.

SURFCOAST / OTWAYS



MOORABOOL VALLEY



THE BELLARINE



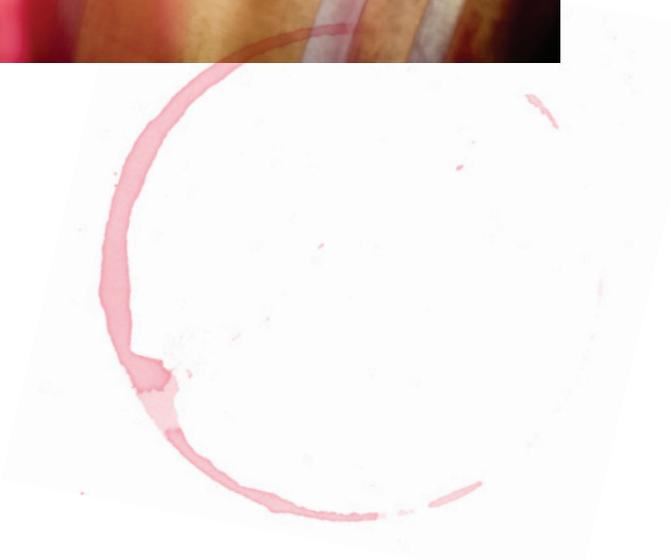
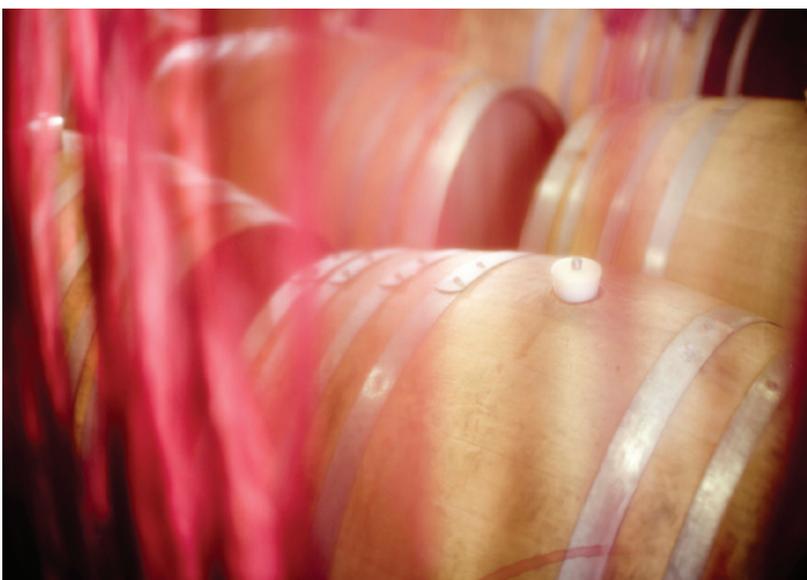
SURF COAST / OTWAYS

As far back as the 1860s, Grovedale and Waurn Ponds boasted a vast and vibrant viticultural soul. Vines also spanned as far south as Bellbrae.

Several vineyards were established in Waurn Ponds and Mt Duneed in the 1970s but it wasn't until the late 1990s that the Surf Coast re-emerged as a significant wine producing area.

Stretching from the limestone plains of Waurn Ponds across the slopes of Mt Duneed to the coast of Connewarre, the Surf Coast also traverses part of the spectacular Great Ocean Road down to the edge of the Otways, with a western boundary embracing Moriac and Winchelsea.

Boasting diverse and often rugged terrain, the Surf Coast/Otways sub region features magnificent beaches, amazing waterfalls and sweeping plains – not to mention some extraordinary wines.



MOORABOOL VALLEY

Steeped in agricultural tradition, the Moorabool Valley was home to more than 70% of the Geelong region's vineyards in the 19th Century.

The first commercial vineyard was established in 1842 at Pollock's Ford on the Barwon River by Swiss immigrants. Many others followed along watercourses near river crossings such as Bannockburn, Lethbridge, Fyansford and Batesford where a more 'continental' micro climate influences vine development.

Spanning from the market gardens of Werribee - with rich chocolate and dark volcanic topsoils - to the volcanic outcrops of Anakie, the broad acre farmland overlooking the Moorabool, Barwon and Leigh Rivers and the historic gold country of Steiglitz, the Moorabool Valley offers a dynamic breadth of viticultural sophistication.

The Moorabool Valley is a place of raw beauty and boasts picturesque hills, valleys, rugged bush, historic mining towns, towering red gums and exceptional wines.



THE BELLARINE

Although this sub region has a long history of agriculture buoyed by rich, loamy soils over a limestone base, grapes were not introduced until 1979. Vines now span more than 140 hectares, with The Bellarine coming of age as an exciting viticultural hub.

With many vineyards in the area boasting spectacular, uninterrupted bay views, The Bellarine is bordered by Bass Strait to the south, The Rip at Port Phillip Heads to the east, Swan Bay and Port Phillip Bay to the north and the Barwon River to the west.

The Bellarine is an enchanted sub region defined by charming seaside villages, rolling hills and a multitude of secrets, vistas, provedores and fine wines.



GEELONG WINE REGION

Grape Varieties

SIGNATURES

Pinot Noir

A temperamental grape but a timeless flagship for the region. The definitive Geelong Pinot Noir displays a luxurious palate flanked by rich cherry plum flavours and great length driven by fine tannins.

Chardonnay

Long celebrated for its sophistication, a Geelong chardonnay is typically cool climate displaying delicious stonefruit characters, fresh citrus finish and a distinctive Burgundian creamy texture when aged.

Shiraz

A classic Geelong Shiraz boasts striking depth of colour and bouquet with an opulent complex palate. Flavours range from vibrant red berry and dark plum to rich black fruits coupled with cool climate pepper and spice entwined with silky textured tannins.

CONTEMPORARY CLASSICS

Sauvignon Blanc

Pushing the boundaries while still capturing the array of herbaceous, citrus and subtle tropical fruit characteristics of this popular varietal, many Geelong winemakers are creating wines with great texture and complexity by judicious use of oak.

Pinot Gris

Whether it's the Pinot 'Gris' or 'Grigio' style that takes your fancy, Geelong winemakers are producing sophisticated and diverse Pinot Gris wines with texture, balance and considerable length, typically showing exotic savoury notes with green apple and nashi pear.

Riesling

Geelong Rieslings are diverse in style - whether crafted in the classic Australian dry style or displaying sweeter Germanic influences - typically showing lemon and lime fruit with floral blossom fragrances and vibrant acidity giving impressive length.

Cabernet Sauvignon

Some indulgent examples of this varietal continue to evolve from the region divulging powerful fruit characteristics of rich cassis and sumptuous dark cherry.

RISING STARS

Recent years have seen the Geelong region cement its status as a dynamic and innovative winemaking force with many vineyards diversifying into intriguing new and emerging alternative varietals including Cabernet Franc, Carmenere, Gamay, Gewurztraminer, Langrein, Malbec, Marsanne, Merlot, Nebbiolo, Petit Verdot, Primitivo, Sangiovese, Semillon, Tempranillo, Verdelho and Viogner.

GEELONG WINE REGION

Tourism and the Geelong Wine Region

The Geelong wine region is literally – and happily - entrenched within some of Australia's most spectacular touring and event experiences. Geelong is the gateway to the iconic Great Ocean Road and its many wondrous features including the 12 Apostles and Bells Beach. Itself a city steeped in history, the last decade has seen Geelong's renaissance as a dynamic and cosmopolitan nucleus of Victorian tourism, a core highlight of which is epicurean adventure.

Less than one hour from Melbourne by car, 40 minutes by train, and 15 minutes from Avalon Airport, Geelong is easily accessible and rapidly gaining momentum as a vibrant tourist destination of choice for Australian and international visitors alike. The variety of visitor experiences ranges from arts and heritage, surfing, nature and wildlife, golf and (of course!) food and wine. In addition, there is a diverse range of accommodation to suit all budgets and requirements across the region.

Information about touring Geelong wineries, wine experiences, wines as well as news & events pertaining to 'everything grape-related' is readily available via the GWA website www.winegeelong.com.au

The recently updated website also features links to affiliated tourism associations and other hospitality industry operators including farm gates, provedores, regional produce suppliers and accommodation.

Visitor information 1800 620 888

AFFILIATED TOURISM NETWORKS

Geelong wineries enjoy a strong relationship with a number of affiliated tourism associations and bodies, each of which work together with GWA to cross promote the many tourism features and opportunities of the region. Key Geelong Wine partners include:

- Tourism Victoria www.visitvictoria.com.au
- Moorabool Valley www.mooraboolvalley.com.au
- Surf Coast www.visitgreatoceanroad.org.au
- The Bellarine www.visitgeelongbellarine.com.au

Each of these websites feature an abundance of information to ensure the multitude of wine and food enthusiasts, tourists and families visiting the Geelong Wine region are guided by up-to-date information and options to suit their individual interests and requirements on every level - from accommodation to attractions.

A key alliance is with **Tourism Geelong & The Bellarine (TGGB)**, which champions the critical link between wine and destination marketing. **TGGB** regularly acts as ambassador for Geelong Wine at national and international events. In the last 12 months, presentations and tastings have been conducted at Australia House in London, numerous trade shows in Paris as well as at the United World Tourism Organisation (UNWTO). In addition, **TBBG** regularly features Geelong Wine in media and travel industry familiarisation tours as well as many other media and promotional activities.



EVENTS

Critically linked to epicurean adventure – and extending Geelong’s reputation as an exciting destination is the multitude of annual events and festivals which span a myriad of interests and include:

January

- Festival of Sails
- Geelong Vintage Rally
- Danger 1,000 – Torquay
- Mountain to Surf Run – Lorne
- Pier to Pub Swim – Lorne
- Portarlington Mussel Festival – Portarlington
- Rip to River Run – Ocean Grove – Barwon Heads
- Pt Lonsdale Swim Classic – Pt Lonsdale

February

- Pako Festa – Pakington Street – Geelong
- Australian International Airshow – Avalon Airport, near Geelong

March

- Lara Food & Wine Festival – Geelong
- World’s Longest Lunch – Geelong and The Bellarine
- Geelong Highland Gathering
- Wallington Strawberry Fair
- Ocean Grove Apple Fair

April

- Rip Curl World Surfing Titles – Bells Beach

May

- Great Ocean Road Marathon – Lorne to Apollo Bay

June

- National Celtic Festival – Portarlington

August

- Festival of One Act Plays

September

- Angair Wildflower and Art Show – Anglesea

October

- Great Geelong Wine Pour – Geelong
- Royal Geelong Show – Geelong
- Geelong Racing Club – Geelong Cup
- 20th Annual All Ford Day – Geelong
- Lorne Sculpture Exhibition
- Melbourne – Warrnambool Cycling Classic

November

- Toast to the Coast Festival – Geelong
- Queenscliff Music Festival – Queenscliff
- Gala Day Parade & Family Fun Day – Geelong

December

- Rock to Ramp Ocean Swim – Anglesea
- High Tide Festival – Torquay
- Falls Music Festival – Lorne

GEELONG WINE REGION

Photographic File

The GWA is delighted to present a range of up-to-date photographs of the Geelong wine region for media reference and utilisation. The following thumbnails comprise a small representation of the extensive GWA photographic library, an indication of the nature and calibre of the pictures available. Images are updated regularly and are easily accessible in high resolution via www.winegeelong.com.au

If further information and assistance is required, please contact info@winegeelong.com.au



Contact www.winegeelong.com.au

GEELONG WINE REGION

Geelong Winegrowers Association

The Geelong Winegrowers Association is the voice of the Geelong Wine region. We represent wine growers, wine producers, tourism partners and affiliated entities. The GWA embraces three dynamic sub regions – The Bellarine, the Moorabool Valley and the Surf Coast.

GWA MISSION STATEMENT

To foster, encourage and facilitate the attainment of excellence in Australian grape growing and winemaking.

GWA GOALS

The GWA is underpinned by the following core goals:

- To increase recognition of Geelong as one of Australia's premiere wine regions
- To facilitate excellence in Geelong wine offerings
- To increase traction to the Geelong wine region
- To increase sales of Geelong wine

GWA OBJECTIVES

Achievement of the overriding goals is sought via the attainment of the following key objectives:

- To promote the Geelong wine region via a range of strategic marketing activities.
- To encourage and increase trial of Geelong wines.
- To increase awareness of the quality of Geelong wines.
- To increase awareness and profile of the calibre of Geelong winemakers.
- To facilitate ongoing, timely and relevant education of its membership.
- To liaise, negotiate and foster positive relations with key government representatives and industry organizations on behalf of member interests.
- To inform and advise members on key issues of interest and concern.
- To lobby on behalf of member interests as required.
- To facilitate seamless, progressive communication between GWA members
- To foster solid working and community relations between GWA members.
- To facilitate mutually beneficial dialogue and potential working relationships between member vineyards and wineries/winemakers.

GEELONG WINEGROWERS ASSOCIATION

Events

TOAST TO THE COAST

Geelong's premier wine, food & music Festival

2014 will represent the 13th annual Toast to the Coast Festival, Geelong's premier wine, food and music event. It is an event underpinned by exuberance and celebration. It attracts thousands of patrons and sees more than 16 host Geelong wineries and approximately 30 wineries pull out all stops to showcase all that is great about Geelong wine.

During the Toast to the Coast weekend, patrons get the opportunity to enjoy rare vertical tastings, new release premium vintages, exclusive winery tours, an incredible range of entertainment and local provedore experiences as Geelong wineries invite people to raise their glasses and toast the Geelong Wine Region in style.

Toast to the Coast is always held during Melbourne Cup weekend. In 2014, the event will be held on 1st & 2nd November

Information about Toast to the Coast is available via www.toasttothecoast.com.au

APPENDIX II - Toast to the Coast 2010 - Media Release

GEELONG WINE SHOW

Firmly established as a prestigious event on the Australian wine show circuit for more than ten years, the Geelong Wine Show (GWS) adheres to stringent international wine judging standards. A mandatory requirement for entry is that all wines must be crafted from Geelong grown fruit – a principal which acts to enhance the reputation of Geelong wines, especially given the fact that the 2013 Geelong Wine Show saw a higher than national average result of gold medals.

The calibre of judges the Geelong Wine Show attracts is also testimony to the prestige and standing of this event. Long term judges have included some of Australia's leading including renowned authors and iconic industry commentators Huon Hooke and James Halliday as well as Ben Edwards President, Australian Sommeliers Association.

Detailed information pertaining to the Geelong Wine Show, including previous awards are available at: www.geelongwineshow.com.au

APPENDIX III Geelong Wine Show 2010 – Media Release



THE GREAT GEELONG WINE POUR

Gaining momentum is the Great Geelong Wine Pour, an initiative which is heading into its seventh year in 2014. Held during the six weeks preceding Toast to the Coast, the Great Geelong Wine Pour sees Geelong's premium cool climate wines showcased and 'on the pour' across a myriad of Geelong region's restaurants, hospitality and accommodation outlets.

One of the most exciting aspects of the Great Geelong Wine Pour is that it provides a platform for all those involved in the local tourism and hospitality industries, to collaborate in showcasing their collective – and impressive – offerings.

www.geelongwinepour.com.au

APPENDIX IV Media Release – Great Geelong Wine Pour

GEELONG WINE BARREL AUCTION

A bi-annual GWA event is the Geelong Wine Barrel Auction. A wonderful community event on the Australian wine calendar, Geelong wineries get together and individually donate 200 litres of their finest Shiraz from barrel. The ultimate blend truly represents the 'best of the best' Shiraz from the Geelong region. The wine is then auctioned off by the dozen at a gala charity function with 100 per cent of the proceeds going to the nominated charity. The gala function attracts in excess of 300 people, raises tens of thousands of dollars for the nominated charity and assists in raising awareness and profile of the charity.

REGIONAL EVENTS & SPONSORSHIPS

GWA continues to support and be involved with a multitude of local sponsorships and initiatives including the Golden Plate Awards, a major event on the Victorian culinary calendar. www.goldenplateawards.com.au

Many GWA member wineries are also active participants in major Victorian events including the Federation Square Victorian Wineries Showcase Series and the Melbourne Food & Wine Festival - World's Longest Lunch, Harvest Picnic at Werribee Mansion, Cellar Door at Southgate.



GEELONG WINEGROWERS ASSOCIATION

GWA Member Wineries

SURFCOAST/OTWAYS

Bellbrae Estate (Longboard)

520 Great Ocean Rd, Bellbrae
P: 03 5264 8480
www.bellbraeestate.com.au
Open: weekends 11am - 5pm. Daily in Jan.

Blakes Estate

80 Bambra Cemetary Rd, Deans Marsh
P: 03 5236 3246
www.blakesestate.com.au
Open: weekends and public holidays
11am - 5pm, Nov to mid Jun. Daily in Jan.

Brown Magpie Wines

125 Larcombes Rd, Modewarre
P: 03 5261 3875
www.brownmagpiewines.com
Open: weekends 12noon - 3pm. Daily in
Dec and Jan, Closed Jun, Jul, Aug.

Dinny Goonan Wines

880 Winchelsea-Deans Marsh Rd, Bambra
P: 03 5288 7100
www.dinnygoonan.com.au
Open: weekends and public holidays
11am - 5pm, Nov - Jun, daily in Jan or by
appointment.

Gosling Creek Wines

495 Murroon Rd, Murroon
P: 03 5236 3229
www.goslingcreek.com.au
Open: weekends, public holidays and Jan
11am - 4pm or by appointment. Closed Jul, Aug.

St Regis Vineyard & Winery

35 Princes Hwy, Waurm Ponds
P: 03 5241 8406
www.stregis.com.au
Open: 7 days, 10am - 5pm.

The Hill Winery

65 Pettavel Road, Waurm Ponds
P: 03 5266 1240

Open: Sat- Sun 11am - 5pm.

The Minya Vineyard & Winery

Minya Lane, Connewarre
P: 03 5264 1397
www.theminya.com.au
Open: weekends from Christmas to Easter
10.30am - 5pm or by appointment.

Waybourne Wines

60 Lemins Rd, Waurm Ponds
P: 03 5241 8477
E: waybourne@bigpond.com.au
Open: weekends 11am - 5pm.

OPEN BY APPOINTMENT ONLY

Barwon Ridge Wines

50 McMullans Rd, Barrabool
P: 0418 324 632
www.barwonridge.com.au

Moshulu Estate

830 Nortons Road, Paraparap
P: 0438 007 316
www.moshulu.com.au

Prince Albert Vineyard

100 Lemins Rd, Waurm Ponds
P: 0412 531 191
E: pavineyard@ozonline.com.au

GEELONG WINEGROWERS ASSOCIATION

MOORABOOL VALLEY

Clyde Park Vineyard & Bistro

2490 Midland Hwy, Bannockburn
P: 03 5281 7274
www.clydepark.com.au
Open: 7 days, 11am - 5pm. Bistro open weekends and public holidays.

Del Rios of Mt Anakie Winery

2320 Ballan Rd, Anakie
P: 03 5284 1221
www.delrios.com.au
Open: Sat - Sun 11am - 5pm or by appointment.

Eagles Rise (Wild Wine)

310 Russells Bridge Rd,
Russells Bridge
P: 03 5281 2040
www.wildwine.com.au
Open: weekends 11am - 4pm or by appointment.

Lethbridge Wines

74 Burrows Rd, Lethbridge
P: 03 5281 7279
www.lethbridgewines.com
Open: Wed - Fri 11am - 4.30pm.
Weekends and public holidays 10am - 5.30pm or by appointment.

Moorabool Ridge

37 Spiller Rd, Lethbridge
P: 03 5281 9240
E: mooraboolridge.vineyard@bigpond.com
Open: weekends and public holidays 11am - 5pm.

Shadowfax Vineyard & Winery

K Rd, Werribee
P: 03 9731 4420
www.shadowfax.com.au
Open: 7 days, 11am - 5pm.

Spence

760 Burnside Rd, Murgheboluc
P: 03 5265 1181
www.spencewines.com.au
Open: first Sun of every month 11am - 5pm or by appointment.

OPEN BY APPOINTMENT ONLY

Austins Wines

870 Steiglitz Rd, Sutherlands Creek
P: 03 5281 1799
www.austinswines.com.au
Open: by appointment.



GEELONG WINEGROWERS ASSOCIATION

THE BELLARINE

Banks Road Vineyard

600 Banks Rd, Marcus Hill
P: 03 5258 3777
www.banksroad.com.au
Open: Thu - Sun 11am - 5pm.

Bellarine Estate Winery & Brewery

2270 Portarlington Rd, Bellarine
P: 03 5259 3310
www.bellarineestate.com.au
Open: 7 days 11am - 4pm cellar door for wine and beer tasting. Restaurant open for lunch Wed - Sun.

Grassy Point Wines

145 Coatsworth Rd, Portarlington
P: 0409 429 608 / 03 5251 3969 (ah)
www.grassypointwines.com.au
Open: Sun, Public Holidays 11am - 5pm.
Daily in Jan

Kiltynane Wines

Basils Farm, Nye Road, Swan Bay
P: 03 5258 4280 / 0401 904 907
www.kiltynane.com.au
Open: weekends 11am - 5pm, public hols 11am - 4pm Oct - Easter. Other times by app

Jack Rabbit Vineyard

85 McAdams Ln, Bellarine
P: 03 5251 2223
www.jackrabbitvineyard.com.au
Open: 7 Days 10.30am - 5pm. Dinner Fri and Sat nights.

Leura Park Estate

1400 Portarlington Rd, Curlewis
P: 03 5253 3180
www.leuraparkestate.com.au
Open: weekends and public holidays 10.30am - 5pm or by appointment. Daily in Jan.

McGlashan's Wallington Estate

225 Swan Bay Rd, Wallington
P: 03 5250 5760
www.mcglashans.com.au
Open: Thu - Sun and public holidays 11am - 5pm or by appointment. Daily in Jan.

Mermerus

60 Soho Rd, Drysdale
P: 03 5253 2718 / 03 5251 3217
www.mermerus.com.au
Open: Sun 11am - 4pm.

Oakdene Vineyards

255 Grubb Rd, Wallington
P: 03 5255 1255
www.oakdene.com.au
Open: 7 days, cellar door 10am - 4pm.

Ponda Estate

150 Rhinds Rd, Wallington
P: 0438 845 696
www.pondaestate.com.au
Open: weekends 11am - 4pm Oct - Apr or by appointment. Daily in Jan.

Scotchmans Hill

190 Scotchmans Road, Drysdale
P: 03 5251 3176
www.scotchmans.com.au
Open: 7 days 11am - 4pm

Terindah Estate

90 McAdams Lane, Bellarine
P: 03 5251 3176
www.scotchmans.com.au
Open: 7 days 11am - 4pm

OPEN BY APPOINTMENT ONLY

Baie Wines

120 McDermott Rd, Curlewis
P: 0400 220 436
www.baiewines.com.au

Barrgowan Vineyard

30 Pax Pde, Curlewis
P: 03 5250 3861 / 0411 142 916
www.barrgowanvineyard.com.au

Curlewis Winery

55 Navarre Rd, Curlewis
P: 03 5250 4567
www.curlewiswinery.com.au

Hat Rock Vineyard

2330 Portarlington Rd, Bellarine
P: 03 5259 1386
www.hatrockvineyard.com.au

Marcus Hill Vineyard

560 Banks Rd, Marcus Hill
P: 03 5251 3797
E: info@marcushillvineyard.com.au

Wayawu Estate

1070 Bellarine Hwy, Wallington
P: 03 5250 4457
E: stephanie@wayawawinerybb.com.au

GEELONG WINEGROWERS ASSOCIATION

GWA TOURING OPERATOR MEMBERS

For the love of the grape

Bellarine Wine Tours

Discover the spectacular Bellarine with specialised tours for all group sizes.

P 0408 388 332

www.fortheloveofthegrape.com.au

Gallivan Tours

Tailored tours of the Geelong wine region for both small and large groups. Charters available for weddings, special occasions, events and festivals, together with other services.

P 5258 4924

www.gallivantours.com.au

Green Grape Wine Tours

Cruise The Bellarine or Surf Coast in classic comfort while enjoying the fruits of this productive and vibrant area of Victoria.

P 0424 467 455

www.greengrapewinetours.com.au

Vintage 2010
Move over Australia. HERE COMES GEELONG!!
(the best wine in the country. . .just keeps getting better!)

With the vast majority of vineyards in the thick of harvest, local vignerons are anticipating Vintage 2010 will see wines evolve that will categorically cement Geelong's status as one of Australia's premiere wine regions.

"The Geelong region already boasts an enviable reputation for spectacular cool climate wines and Vintage 2010 is shaping up to catapult this reputation to new heights," said Robyn Fitzpatrick, Geelong Winegrowers Association Executive.

"Although we are still in drought, our region has been blessed with reasonable rainfall during critical growth periods which has provided solid, sustained nourishment for our vines. Climate influences have seen natural attrition in terms of yield but ironically, this is a good thing - the resultant quality of fruit and varietal intensity across the board will be first rate," Ms Fitzpatrick said.

"Luckily, this season has also seen our vines spared from any enduring spates of severe heat – they have enjoyed a long, slow ripening period which means there will be some sensational aromatics shining through in the not too distant future, particularly in the reds – Pinot Noir, Shiraz and Cabernet Sauvignon."

Ms Fitzpatrick said one of the wonderful things that set the Geelong wine region apart was that it embraced three dynamic sub regions – The Bellarine, Moorabool Valley and The Surf Coast.

"Each sub region boasts its own unique micro climate and 'terroir' which impact upon ultimate wine offerings. The result is that wine lovers can visit Geelong and be tantalised by an incredibly broad range of palate nuances – delicate fingerprints of each sub region, yet all part of one greater region – and they are all fabulous!"

Ms Fitzpatrick said the GWA website www.winegeelong.com.au provided lots of information about Geelong wine, the three sub regions as well as details of the host of local wineries where people could enjoy some of the best wines in Australia – literally in their own backyard.

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Bigger, better than ever before!
9th Annual Toast to the Coast Festival
(More than 200 wines, 30 wineries –
it's serious wine, food & fun!)

The Geelong Winegrowers Association is gearing up for the ninth annual Toast to the Coast Festival and, according to organisers, it's shaping up to be bigger and better than ever before.

Chair of the Toast to the Coast Committee, Robyn Fitzpatrick said it was particularly exciting that Toast to the Coast, held Melbourne Cup weekend – 30th and 31st October - had evolved into a major highlight of the Victorian epicurean calendar.

"What started as a relatively small group of vigneron showcasing Geelong wines in 2001 has evolved into a major celebration with more than 30 wineries participating in the event at 17 host venues throughout the Geelong wine region," Ms Fitzpatrick said.

"Across the Surf Coast, Bellarine Peninsula and Moorabool Valley, more than 200 different wines will be on the pour as our vigneron pull out all stops to showcase the rich viticultural bounty that sets Geelong apart as one of Australia's premier wine regions."

Ms Fitzpatrick said Toast patrons would get the opportunity to sample and enjoy rare back vintages, vertical tastings as well as eagerly anticipated new releases.

"In addition, patrons will get to enjoy some of the intriguing new and emerging alternative wine varieties emanating from our region and contributing to Geelong's status as a dynamic and innovative winemaking force."

Ms Fitzpatrick said another highlight of the Toast to the Coast Festival was the fact that it included some very small boutique producers who rarely open their doors to the public.

"Exotic grapes, biodynamic and micro boutique wineries are all part of the booming viticulture industry of the region - this is the public's opportunity to engage with the personalities and concepts behind the wines."

"Couple this with a sensational array of food and entertainment and the Toast to the Coast weekend is definitely one worth celebrating."

Local heroes Test Pilot Molly, Mark Collis, Stingy Bark McDowell, Fats and Bass and Los Locos will be shaking the vines alongside a myriad of entertainment including children's activities and local provedores.

"With the recent bout of welcome rain, the vineyards are looking absolutely fabulous – Geelong wineries are seriously ready to celebrate this year!" Ms Fitzpatrick said.

Entry to all Toast to the Coast venues is free and a \$25 ticket provides patrons with a tasting glass –an unlimited passport to free tastings across all venues for the weekend.

Tickets, programs, maps and bus schedules available at www.toasttothecoast.com.au

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GOLD! GOLD! GOLD!

Geelong Wine Show above national average medal standing

The culmination of the 2010 Geelong Wine Show (GWS) has seen the event – and Geelong wine – showcased as going from strength to strength. With the 12th annual wine show resulting in a higher than national average showing of gold medals, GWS Judging Panel Chair, Huon Hooke - Australia's leading wine judge and industry commentator - has commended the exceptional standard of entries submitted for this region's prestigious wine competition.

GWS 2010 saw nearly 200 local wines compete head-to-head. All wines submitted had to be crafted from Geelong grown fruit. With judging criteria matching stringent international standards, Mr Hooke's discussion of statistical analysis clearly reinforced the fact that Geelong wine stands tall against the best in Australia and the world. The medal tally included 14 Gold, 21 Silver and 51 Bronze - a total of 86 (45%) medals.

Show Convenor, Matthew Di Sciascio said whilst entries were slightly down on last year due to the effects of the heat and drought on the 2009 vintage, the great news was that total number of medals was well up, in particular 14 GOLD - five up on last year.

"With 7.5% of wines entered being awarded Gold medals, it is well above national wine show average and a great indicator of the superb quality of wines produced here in Geelong," Mr Di Sciascio said.

Commenting on Geelong varietals, Huon Hooke particularly praised Geelong chardonnay.

"Geelong does wonderful Chardonnay (51% medals including 3 Gold) in this area. With great richness and complexity on one hand and incredible finesse on the other hand, it's probably your strongest suit," Mr Hooke said.

Mr Hooke went on to discuss the tremendous calibre of Geelong Pinot Gris, Shiraz and Pinot Noir.

"Good Pinot Gris (50% medals including 2 gold) is a lovely drink and Geelong is able to produce both Pinot Gris and Grigio styles with great finesse and texture that rolls across your tongue with harmony and poise that any avid Pinot Gris critic would enjoy drinking."

"Geelong produces Shiraz (50% medals including 4 gold) with great intensity of flavour, length of palate, intensity of nose with good varietal spicy aromas that are not excessively alcoholic, tannic or oaky. Just at a time when drinkers are tiring of the big body slamming style of some other regions and are now looking for something a little more subtle. Geelong can make this more elegant, drinkable style that we all prefer."

"Geelong Pinot Noir (the largest class this year with 49% medals including 4 Gold) is quite structured, powerful and muscular compared to other Pinot Noir producing regions - it has serious gravitas and presence on the palate and this should be encouraged," Mr Hooke said.

A SNAP SHOT OF GEELONG WINE SHOW RESULTS

Williams & Jackson Trophy – Best Wine of the Show

Lethbridge Wines – 2009 Que Syrah Syrah

Plumm Wine Glasses Award – Most Successful Exhibitor

Clyde Park

VinVista Products Trophy – Best Oak Matured Chardonnay

2008 Marcus Hill Vineyard Chardonnay

Total Eden Trophy – Best Pinot Noir

2008 Mt Moriac Estate Pinot Noir

Kauri NZ Trophy - Best Shiraz

Lethbridge Wines – 2009 Que Syrah Syrah

Label HQ Trophy – Best Other White or Red Varietal or Blend

2010 Clyde Park Pinot Gris

Of the 40 wineries exhibiting 29 received medals. Top Performers included:

7 Medals – Clyde Park, Lethbridge Wines, Bellbrae Estate

6 Medals – Oakdene Vineyards

5 Medals – Leura Park Estate, Mermerus

4 Medals – Austins Wines, Marcus Hill Vineyard, Mc Glashans Wallington Estate, Spence

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Toast To The Coast & Geelong Wine Pour Launch 2010

Corks popped and glasses were raised in celebration of the beginning of the Geelong Winegrowers Association's annual season of events, commencing with the Geelong Wine Pour this weekend and concluding with the 9th Toast to the Coast Festival on the 30 & 31 October - Melbourne Cup Weekend.

The Geelong Wine Pour will see over 25 restaurants across Geelong and surrounding region promote the region's premium wines in the coming weeks. A swag of Winemaker's Dinners, matched menus and extended by the glass wine lists will be available at all participating restaurants. This is the third year of the Geelong Wine Pour which increases in popularity each year.

"This is the perfect way for the hospitality and wine industry to showcase the Geelong Wine region and the brilliant local produce" said Robyn Fitzpatrick, spokesperson for the GWA. "The region's restaurants are great supporters of our local wineries, and it makes perfect sense to join forces in letting visitors and locals know the range and quality of the food and wine that is produced on our doorstep. It's also a great lead up to the well known and much loved Toast to the Coast Festival."

Restauranteurs, winemakers, sponsors and supporters gathered at Mr Hyde on Monday 13 September to taste their way through old and new vintages that will be showcased across the 25 venues in the coming weeks.

The City of Greater Geelong have been long time supporters of the Toast to the Coast Festival and this year the City of Greater Geelong Mayor Cr John Mitchell welcomed the coming festivities. He said Toast to the Coast was Geelong's premium food and wine event, attracting some 12,000 people last year.

"It's a fantastic opportunity for both visitors and locals to sample the cool climate prestige wines our region is famous for." Cr Mitchell said.

"Getting a group of friends together and venturing out to a picturesque winery to sample gourmet food and fine wine is a perfect way to spend a weekend."

"The City is a big supporter of Toast to the Coast because it showcases our region, local produce and our thriving wine industry to a wide audience," he said.

For a full range of wine related activities, participants in the Geelong Wine Pour and bookings for Toast to the Coast event and shuttle bus tickets visit www.winegeelong.com.au

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For further information, please contact:

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