
**CALLING ALL
EMERGING
WINEMAKERS**

**WE'RE SHINING
A LIGHT ON
YOU AND YOUR
WORK.**

“ONE OF THE MOST COVETED, AND RECOGNISED, AWARDS IN THE INDUSTRY.”
—CHANNEL NINE NEWS

“WINE RAVE LURES YOUNG MARKET.”
—B&T, MEDIA MAGAZINE

“IT’S A LANDMARK NOT ONLY IN AUSTRALIA, BUT GLOBALLY.”
—MIKE BENNIE

“ONE OF THE HIGHLIGHTS OF MY DRINKING YEAR.”

“AN INCUBATOR FOR EMERGING TALENT.”

“THE FUTURE OF WINE IN AUSTRALIA.”
—BROADSHEET

“THE CUTTING EDGE OF AUSTRALIAN WINE.”
—MAX ALLEN

“NOMINEES SINCE 2007 READS LIKE A WHO’S WHO OF THE CONTEMPORARY WINE SCENE IN AUSTRALIA.”
—BRIAN WALSH, CHAIRMAN, WINE AUSTRALIA



WE'RE PROFILING WINEMAKERS IN THE MEDIA

3/10

Last year we achieved around 100 editorial pieces, with 267 mentions or profiles of the various winemakers featured in the Top 50.



OPTIONAL EVENTS — SPRING 2019

It's an opportunity for winemakers to get out of their regions and promote to consumers and trade (in each city there's both a public event and a trade event on offer for winemakers), as well as develop relationships with fellow winemakers from around Australia.



WE WANT YOU! REGISTRATIONS ARE OPEN FOR THE 14TH YOUNG GUN OF WINE.

4/10



Registrations are now open for the 14th annual Young Gun of Wine, designed to celebrate and showcase both young wine labels and winemakers on the rise.

Open to those making all forms of wine, from the experimental to the traditional, whether under their own label or employed by a wine company, head of the Young Gun of Wine tasting panel, Nick Stock, is calling for a diversity of participants:

“The rising tide of interest, capability, ambition and quality in Australia’s emerging winemaking circles is what we are looking to bring together. It’s a gathering of many tribes, it forms and galvanises friendships and ideas. It’s empowering as much as it is a very good time.”

We want to see faces we've seen before, too.

Young Gun of Wine is as much about creating a movement around wine, as it is about singling out individual producers. We've been hellbent on building exciting culture around wine for 14 years now, and to do that, we need winemakers to get involved.

As Damon Koerner echoes:

“For me, the greatest benefit of participating in YGOW has been the people I have met and friends I have made. The events bring together the best emerging winemakers and young labels from all over the country. The more we interact and talk about what we are doing, the better we will all get, which will only improve the status of the Australian wine industry, and benefit all of us in the long run.”

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If the trophies are your thing, then we say, “You need to be in it to win it!” The 2019 Young Gun of Wine entered four times before walking

away with a trophy. There are five winemaker trophies up for grabs: the BEST NEW ACT, PEOPLE'S CHOICE, WINEMAKER'S CHOICE, YOUNG GUN OF WINE and the First Drop DANGER ZONE (which goes to the most adventurous wine).

Damon will join the Young Gun of Wine tasting panel in 2020. He knows what you're going through.

Early bird registrations for the 2020 Young Gun of Wine are now open, with first choice of event options, until August 16.

For more details, please see:
younggunofwine.com/registrations

Get amongst it here:
trybooking.com/BDRVM



WHAT THE WINEMAKERS SAY



“Don’t underestimate the reach of YGOW! For a young, small West Australian producer like us, being part of the YGOW was invaluable exposure, particularly in the Eastern States. With very few expectations prior to entering YGOW, it’s one wild ride that’s a lot of fun and is so important in terms of showcasing the breath of diversity of the young Australian winemaking landscape.”

—
**Genevieve Mann,
Corymbia**



“For us, the experience of YGOW has been a wild ride. It really has rocketed our brand and boosted sales on the east coast.

“As part of the YGOW experience we gained some added publicity through State and National print media mentions which promoted our wine label, increased our mailing list, social media followers, enquiries, and ultimately sales.

“One of the best parts of our YGOW experience was meeting a whole bunch of intuitive and interesting winemakers who are really pushing boundaries and making delicious wines, along with making great contacts and friends along the way.”

—
**Liv Maiorana &
Mijan Patterson,
South by South West**



“What do I love about the YGOW awards? Absolutely everything! A wealth of passionate and free spirited Australian wine growers, an all-star industry leading judging panel and a series of fantastic nationwide events!”

—
**Fraser McKinley,
Sami-Odi**



“Shaking new names out of the woodwork, encouraging creativity, and giving recognition to the cats filling bottles with amazing gear.”

—
**Taras Ochota,
Ochota Barrels**



Liam O'Brien, sommelier at Cutler & Co, and winemaker at Athletes of Wine, knows all too well how important it is to be connecting: “I attended the events originally as a sommelier to find new wines for my venue’s list. The last two years I’ve started showing my wines at Young Gun of Wine. And if I wasn’t attending in a professional capacity, I’d be there as a punter... Whoever you are, the events are the place for new Aussie wines.”

—
**Liam O'Brien,
Cutler & Co and
Athletes of Wine**



Rob Mack of Aphelion says, “Young Gun of Wine is a platform to put your brand on the national stage. Just being part of the showcase allows you access to pour at amazing venues to people who are genuinely interested in your wine and story. Progress further in the events, and many doors to the best trade in the country swing open to you.”

—
**Rob Mack,
Aphelion**

**GET AMONGST
IT NOW.**

**REGISTER BY
AUGUST 16TH.**

[younggunofwine.com/
registrations](https://younggunofwine.com/registrations)

1. Promote your label through our social media platforms
2. Trade events (optional)— build trade sales through our “Wineslinger” trade tastings
3. Consumer events (optional) —build retail sales through our public events
4. Build relationships with other winemakers around Australia
5. Build relationships through our media and retail partners, and our Wineslinger network
6. Show your wines to leaders across wine communication, hospitality and retail
7. In essence, make some noise, get noticed and have a ripping time along the way!
8. For those who make the Top 50, we will profile them via younggunofwine.com and other media outlets
9. For those who make the Top 50, we will organise events in two cities— dates and locations TBC



KEY CHANGES FOR 2019-2020

9/10



For those who have participated before, please note some key changes for the 14th edition, 2019-2020:

1. Freedom to pour any wine
Winemakers can submit any wines for the tasting panel in January, without having to hold back stock for the People's Choice events. I.e., any wines made by the winemaker can be shown at any events—these do not need to be the same as the wines submitted for the tasting panel in January.

2. The final awards night will be for all Top 50 winemakers
There will be no “Final 12” in 2020—all winemakers in the Top 50 will be in the running for trophies. The trophy presentation for all 50 winemakers, will dovetail from the final consumer and trade event: May or June (final date TBC), 2020.

For more details, please see:
younggunofwine.com/registrations

Get amongst it here:
trybooking.com/BDRVM

THANKYOU. PLEASE REGISTER BY AUGUST 16TH.

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To register, please go to:
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CALENDAR

- National event tour: Spring, 2019
- Submissions for the tasting panel: January, 2020
- Top 50 trade and consumer events: dates and which two cities, TBC
- Trophy presentation for all 50 winemakers, dovetailing from the final consumer and trade event: May or June (final date TBC), 2020