



sponsorship invitation



cabernet sauvignon + shiraz
the blend that defines australia

The Great Australian Red *is a wine competition created by Tyson Stelzer + Matthew Jukes to highlight the blend that defines Australia: cabernet sauvignon + shiraz.*

Great work you are doing, and carry on the great work. Push this idea, because I still think in my heart that when you get the best of Cabernet and the best of Shiraz – not the second, third or fourth cab off the rank – you can blend beautifully. This competition certainly is something that I am very supportive of. I think it is wonderful that you are doing this.

– Len Evans

This is a brilliant idea.

– Brian Croser

When two of the leading wine critics in the world Matthew Jukes [UK] and Tyson Stelzer [AUS] come out with such a statement then you know that the wine is special. When other leading judges concur then it's truly exceptional.

– The Australian

Tyson and Matthew were not alone, with some of Australia's wine royalty giving up their time to judge and show support for The Great Australian Red concept.

– Wine Selector

Perhaps two young men still in their 30s will help with the rebirth of cool in this country, and get more people around the wine-drinking world going bonkers for our blended red.

– The Age



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a unique sponsorship opportunity

The Great Australian Red 2007 presents a unique sponsorship opportunity.

The inaugural competition in 2006 was a resounding success from every perspective. It received more significant and more widespread exposure than anyone anticipated. This included:

- Announcement of the results with the names and logos of sponsors in Jukes' and Stelzer's book *Taste Food & Wine 2007*. Sales of this publication exceeded all expectations, with more than 70 000 copies sold in six months. This represented close to double the annual sales figures of the other best-selling Australian wine guides.
- More than thirty articles and references to the competition were featured in Australian newspapers, magazines, radio and online news.
- A full-page feature on the competition was included on the back cover of *Epicure* in *The Age*.
- A three-page feature article appeared in *Wine Selector* magazine.
- More than 400 people attended exclusive tasting events to announce the results across Australia.
- All trophy winners and sponsors were presented with limited-edition framed prints of Dr Cameron Stelzer's oil on canvas, *The Great Australian Red*. Sponsors' names and logos were prominent on these prints.

The Great Australian Red 2007 will be even bigger than the 2006 competition.

It will offer an even greater opportunity for its sponsors, because:

- We expect more entries, thanks to the widespread exposure that the 2006 competition received.
- Vintage Cellars has invited us to partner with them in a series of dinner events across the country to announce the trophy winners.
- The success of *Taste Food & Wine 2007* will boost sales of the 2008 edition and provide further exposure for the competition.
- *Taste Food & Wine 2008* will be extended to include the New Zealand market, enhancing the international exposure for the competition.
- We have invited a large team of judges to join us for the competition, with more interstate and high-profile names on the list than last year.



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widespread exposure for sponsors

As a not-for-profit venture, we are again seeking sponsorship for the seven category trophies. Sponsors will take on naming rights for the trophies, and these will be included in all media releases and correspondence relating to the competition, in the competition web site, www.thegreataustralianred.com, and in the announcement of winners in *Taste Food & Wine 2008*.

The winners of *The Great Australian Red* will be announced at the launch of the book, through a series of events that we will conduct in Sydney, Melbourne, Adelaide and Brisbane in November 2007. Sponsors' names will be announced with the winners at these events, and will appear on the trophies, which will again take the form of a framed limited-edition commissioned artwork.

In addition, sponsors' logos will again be included on the web site, on correspondence relating to the competition, and in the book with the announcement of the winners. Further, we will again seek maximum media exposure for the competition, and will feature the names of sponsors wherever appropriate. Magazine, newspaper and radio coverage is again certain, and we will also work to attempt to secure television appearances.

In an effort to attract entries from both large and small wineries, the entry costs for the competition will be kept low. However, the logistical costs of running such a competition, transport and accommodation for our guest judges (who are not being paid for their time) and other associated expenses, make such an exercise a costly endeavour. It is to these expenses that sponsorship funds will be directed. *The Great Australian Red 2006* ran at a loss, and we are keen to keep the competition sustainable for the long-term.

The value of the sponsorship is \$5000, including GST.

Sponsorship of *The Great Australian Red* provides valuable exposure both within and beyond the wine industry. Thank you for considering this proposal, and please do not hesitate to contact us at the address in the footer if we can provide any further clarification.

Additional information relating to the competition is contained in the following pages and at the web site, www.thegreataustralianred.com.

Matthew Jukes

Tyson Stelzer

Tyson Stelzer + Matthew Jukes



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the history of the great Australian red

The history of the Australian wine industry is hinged on one wine style. It's not Grange. This is a wine far more unique, far more definitively Australian; indeed, more highly regarded even than Grange.

Shiraz Cabernet is *The Great Australian Red*. First championed in Australia in the late 1800s as generic "claret", the blend of Shiraz and Cabernet was resurrected in the 1950s. By 1962, Max Schubert, the creator of Grange, had made what he himself named the best wine of his illustrious career. A blend of Coonawarra Cabernet and Barossa Shiraz, 1962 Penfolds Bin 60A is now Penfolds' most successful show wine of all time, and has on countless occasions been heralded as the greatest Australian red wine ever made.

Over the ensuing decades, the direction of red winemaking in this country was changed forever by the profound impact of this wine and hundreds of others which shared a similar formula. Schubert and his contemporaries were convinced of the potential of Cabernet, both on its own and as a blending partner for Shiraz. By the mid-1970s, the blend was rife across the landscape of the Australian wine industry.

But that was thirty years ago, and a long way from the frenetic pace of the industry today. Australia now churns out tens of thousands of labels every year. How many of these represent blends of Shiraz and Cabernet? Merely a few hundred.

If many of the greatest wines that this country has ever produced are Shiraz Cabernet blends, why don't we see more made today? It seems that the blend has slipped out of the limelight, in the wake of the rise of Shiraz Viognier and an entourage of alternative red varietals. We have created *The Great Australian Red*, a new wine competition to shift this focus back to our unique icon.

The Shiraz Cabernet blend is an Australian institution. This country championed it, refined it and still does it better than anyone else on the planet. It's our only unique, definitive red. This is Australia's national treasure of the red wine world, and it deserves to be recognised and celebrated as Australia's greatest red wine.

The future of Australia's wine industry depends on it just as much as has its past. Tapping into the strength of our past and framing it as the unique draw-card of the future, which our rivals are powerless to replicate, the Shiraz Cabernet blend is the secret weapon to take the Australian wine industry into its next era. *The Great Australian Red* is free of the constraints of region, price and style, drawing together great examples of all styles, at all price points, from every Australian state.

The present Australian wine industry is in need of a trigger to bring its attention back to the blend so crucial to its history and its future. This is *The Great Australian Red*.

The Great Australian Red is an innovative wine competition to encourage, identify and promote Shiraz Cabernet blends. In 2006, we assembled a formidable team of eleven judges to work alongside of us to find the greatest examples of the blend made today. *The Great Australian Red* has put the Shiraz Cabernet blend back into the focus of Australia – and the world.



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dates & details

judging venue

Wineaway
Unit 3 - 276 Abbotsford Road
Bowen Hills
QLD 4006 Australia

judging dates

Monday July 16 and Tuesday July 17, 2007

the judges

Matthew Jukes
Tyson Stelzer
Tim James
Jim Chatto
Rob Mann
Louisa Rose
Dan Buckle
Tash Mooney
Marty Edwards
Katie MacAulay
Stuart Knox

the judging

The Great Australian Red is no ordinary wine show. The system of judging is a purposeful variation on that used in traditional show judging. With just one category of wine, divided into five classes over two days, judges have ample time to give every wine the consideration that it deserves. For the first time ever in Australian show judging, two distinct judging panels simultaneously and independently assess the same wines on different tables. Each panel then meets separately to discuss their results and retaste any wines under question. The chairs of the panels then meet with us (Matthew and Tyson) to compare results, collaborate on the medals and retaste any wines for which disagreement still exists. This process adds extra layers of rigour and accountability, giving the best wines a second chance to step forward and the poorer wines a second opportunity to be knocked back. In most cases in the 2006 competition, the two panels were consistent in their judgments. The bottom line is that this system ensures that we can confidently identify the best wines to put forward for medals and trophies.

announcement of results

Winners will be announced in Jukes' and Stelzer's book, *Taste Food and Wine 2008: Choose the right wine every time*, released on September 28 2007, and through a series of tasting events to be held in Sydney, Melbourne, Adelaide and Brisbane in November 2007.



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results 2006

166 entries were received in *The Great Australian Red 2006*. The following trophies and medals were awarded.

Trophies

The Great Australian Red 2006: Godolphin by Ben Glaetzer 2004

The Trophy for the Best Wine under \$20: Yalumba Barossa Cabernet Sauvignon Shiraz 2002

The Openbook Australia Trophy for the Best Wine under \$50: Godolphin by Ben Glaetzer 2004

The Diam Trophy for the Best Wine over \$50: Jacob's Creek Johann Shiraz Cabernet 2002

The Wine Appointments Group Trophy for the Best Shiraz-dominant blend: Scarpantoni Estate Reserve 2003

The Transtherm Trophy for the Best Cabernet-dominant blend: Elderton Wines Ode to Lorraine CSM 2002

The Alcan Packaging Stelvin Trophy for the Best Screw-capped wine: The Cellarmasters Langhorne Creek Area Red Blend 2004

The Trophy for the best wine with less than 25% of Shiraz or Cabernet: Dutschke St Jakobi Shiraz 2004

Gold Medals

Cellarmasters Langhorne Creek Area Red Blend 2004

Dutschke St Jakobi Shiraz 2004

Elderton Wines Ode to Lorraine CSM 2002

Godolphin by Ben Glaetzer 2004

Jacob's Creek Johann Shiraz Cabernet 2002

Penfolds Bin 60A 2004

Scarpantoni Estate Reserve 2003

Yalumba Barossa Cabernet Sauvignon Shiraz 2002



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Silver Medals

Bleasdale "Old Press" Cabernet Shiraz 2002
Brands Patrons Reserve 2001
Coriole Redstone Shiraz Cabernet 2004
David Owen The Advocate Red Blend 2004
Fishbone Cabernet Shiraz 2005
Fox Gordon Cabernet Shiraz 2005
Grant Burge MSJ Shiraz Cabernet 1999
Grant Burge Nebuchadnezzar 2004
Jim Barry The James Brazill 2002
Jip Jip Rocks Shiraz Cabernet 2005
Kaesler Wines WOMS (Weapon of Mass Seduction) 2004
Kirrihill Estates Reserve 2004
Lake Breeze Bernoota Shiraz Cabernet 2003
Lake Breeze Bernoota Shiraz Cabernet 2004
Lindemans Limestone Ridge 2001
McWilliams 1877 Cabernet Shiraz 2002
McWilliams 1877 Cabernet Shiraz 2004
Neagles Rock One Black Dog 2004
Penfolds Bin 389 Cabernet Shiraz 2004
Penley Estate Condor Shiraz Cabernet 2004
Peter Lehmann Mentor 2002
Skuttlebutt Red 2004
Taltarni Cephas 2003
Tapanappa Whalebone Vineyard Cabernet Shiraz 2004
Vasse Felix Heytesbury 2003
Wirra Wirra Church Block 2004
Yalumba The Reserve 2001

Bronze Medals

Angove's Butterfly Ridge 2005
Bethany Shiraz Cabernet 2003
Boggy Creek Vineyards Shiraz Cabernet 2004
Bremerton Tamblyn 2003
Capel Vale Cabernet Shiraz 2005
Casa Freschi Profondo 2003
Chalice Bridge Shiraz Cabernet 2004
Chapel Hill The Vicar 2001
Chateau Mildura Riverboat Red 2005
Dorrien Estate Bin 1 Cabernet Sauvignon Shiraz 2003

Evans & Tate Margaret River Classic Red 2004
Ferngrove Stirlings 2003
Fox Creek Shadow's Run Shiraz Cabernet Sauvignon 2004
Gralyn Estate Cabernet Shiraz 2004
Grant Burge Nebuchadnezzar 2003
Lashmar Sisters Blend 2003
Leasingham Bastion Shiraz Cabernet 2004
McLean's Farm Shiraz Cabernet 2004
McWilliams 1877 Cabernet Shiraz 2001
McWilliams 1877 Cabernet Shiraz 2003
Moss Brothers Moses Rock Cabernet Shiraz 2003
Murray Street Vineyards Shiraz Cabernet 2004
Nottage Hill Cabernet 2004
Old Plains Longhop Old Vine Reserve 2004
Oliver's Taranga Vineyards Corrina's 2003
Para Creek Shiraz Cabernet 2002
Penfolds Bin 389 Cabernet Shiraz 2003
Penfolds Koonunga Hill Shiraz Cabernet 2004
Pretty Sally Estate Cabernet Sauvignon Shiraz 2004
Pyrenees Ridge Cabernet Shiraz 2004
Pyrenees Ridge Cabernet Shiraz 2005
Russell "Augusta" 2004
Russet Ridge Cabernet Shiraz Merlot 2003
Sam Miranda High Plains 2004
Scarpantoni Black Tempest NV
Scarpantoni Blanche Point 2002
Secession Shiraz Cabernet 2004
Shelmerdine Red Hat 2004
Stephen John VI Generations 2004
Taltarni T Series Shiraz Cabernet 2004
The Wine & Truffle Co Icon Series 2004
Tolley Cellar Reserve Shiraz Cabernet Sauvignon 2005
Two Hands The Bull & The Bear 2004
Vasse Felix Shiraz 2003
Voyager Estate Girt by Sea Cabernet Merlot 2004
Watershed Shades 2004
Yalumba FDR1A 2000
Yalumba The Signature 2002