



14 Andrea St Tarragindi Queensland 4121 Australia  
(m) 0402 821 230 (p) 07 3848 6605 (f) 07 3848 9905  
[tyson@thegreataustralianred.com](mailto:tyson@thegreataustralianred.com)  
[matthew@thegreataustralianred.com](mailto:matthew@thegreataustralianred.com)  
[www.thegreataustralianred.com](http://www.thegreataustralianred.com)

## partnership invitation

*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

*Perhaps two young men still in their 30s will help with the rebirth of cool in this country.*

– The Age

*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

*It is fantastic recognition to win such a prestigious award, judged by Australian and international judges.*

– Chris Hatcher

### The Great Australian Red

The Great Australian Red is a wine competition that we have created to highlight the blend that defines Australia: cabernet sauvignon and shiraz.

Now in its seventh year, the competition is highly regarded in wine circles domestically and internationally as one of Australia's key specialist wine shows.

Twelve judges are selected each year, drawing on Australia's most influential and important winemakers, wine writers, wine retailers, sommeliers and agents, alongside international judges from the UK. A full list of judges is reproduced on the next page.

### Partnership Opportunities

Companies are invited to partner in The Great Australian Red 2012.

This partnership provides a key opportunity for prominent brand exposure in:

- Trophy naming rights
- Publicity and media releases
- Logo and company profile on front page of web site
- Trophy presentation event (Adelaide, November 2012)
- Public tasting event (Adelaide, November 2012)

Our trophy presentation and tasting events are well attended by key industry stakeholders, providing valuable networking opportunities. Partners are invited to set up a display at these events.

### Partnership Options

Trophy naming rights are available to partners on the six trophies:

The Best Wine Under \$20  
The Best Wine \$20-\$50  
The Best Wine Over \$50

The Best Commercial Wine  
The Best Cabernet-Dominant Blend  
The Best Shiraz-Dominant Blend

Partner with trophy naming rights	–	\$3,000 incl GST
Partner without trophy naming rights	–	\$1,000 incl GST

For further background on the competition, please see [www.thegreataustralianred.com/Background.pdf](http://www.thegreataustralianred.com/Background.pdf). Don't hesitate to contact us if we can provide any further information,

*Tyson Stelzer*      *Matthew Jukes*

Tyson Stelzer and Matthew Jukes



## The Great Australian Red Judges

Judges in The Great Australian Red over the past six years have represented some of Australia's most influential and important winemakers, wine writers, wine retailers, sommeliers and agents, alongside international judges from the UK.

### Chair of Judges

Iain Riggs	-	Brokenwood Wines	Steve Webber	-	De Bortoli
Brian Croser	-	Tapanappa	Brian Walsh	-	Yalumba
Tim James	-	Wirra Wirra	Andrew Wigan	-	Peter Lehmann

### Judges

Matthew Jukes	-	UK	Toby Barlow	-	St Hallett
Tyson Stelzer	-	Australia	Wayne Dutschke	-	Dutschke
Amelia Jukes	-	UK	Bruce Gregory	-	Majella
Tom Carson	-	Yabby Lake	Sam Connew	-	Wirra Wirra
Rob Mann	-	Cape Mentelle	Tony Love	-	Wine Writer
Louisa Rose	-	Yalumba	Grant Ramage	-	Coles
Kevin Glastonbury	-	Yalumba	Michael Fragos	-	Chapel Hill
Bernard Hickin	-	Orlando	Kym Teusner	-	Teusner
Jeff Grosset	-	Grosset	Mike Symons	-	Stonier
Ben Glaetzer	-	Ben Glaetzer	Michael Schreurs	-	The Lane
Stephen Pannell	-	S.C. Pannell	Marty Edwards	-	The Lane
Dan Buckle	-	Mt Langi Ghiran	Katie MacAulay	-	Lion Nathan
Bill Downie	-	William Downie	Stuart Knox	-	Fix St James
Andrew Hardy	-	Petaluma	Paul Diamond	-	Selector
Natasha Mooney	-	Fox Gordon	Grant Dodd	-	Wine Writer



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