



THE GREAT AUSTRALIAN RED



PARTNERSHIP INVITATION 2023



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partnership invitation 2023

The Great Australian Red

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

We have long sang the virtues of The Great Australian Red competition and it has become not only an integral part of the Australian wine competition circuit but without doubt one of the most 'important' for the identity of Australian style wines.

– WineStar

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

Celebrating its eighteenth year in 2023, 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 selected list of judges is reproduced on the back page.

Partnership Opportunities

Companies are invited to partner in The Great Australian Red 2023.

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, 24 February 2023)
- Public tasting event (Adelaide, 24 February 2023)

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

Partnership Options

A single top level sponsorship is available for naming rights to The Great Australian Red competition, including naming rights to The Trophy for The Great Australian Red.

Trophy naming rights are available to partners on six trophies:

The Best Wine Under \$20	The Best Cabernet-Dominant Blend
The Best Wine \$20-\$50	The Best Shiraz-Dominant Blend
The Best Wine Over \$50	The Best Winery of Show

The Great Australian Red naming rights	–	\$12,000 incl GST
Partner with trophy naming rights	–	\$3,000 incl GST
Partner without trophy naming rights	–	\$1,500 incl GST

For further background on the competition, please see www.thegreataustralianred.com. Don't hesitate to contact us if we can provide any further information,

 

Tyson Stelzer and Matthew Jukes





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 over a half-century 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 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 history 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. Since its beginnings in 2006, The Great Australian Red has put the shiraz cabernet blend back into the focus of Australia - and the world.

the great australian red judges

Judges in The Great Australian Red over the past twelve 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

James Halliday		Steve Webber	-	De Bortoli
Iain Riggs	-	Brokenwood Wines		Yalumba
Brian Croser	-	Tapanappa		Peter Lehmann
Tim James	-	Wirra Wirra		Yalumba
Michael Hill Smith	-	Shaw + Smith		Yabby Lake
		PJ Charteris	-	Charteris

Judges

Matthew Jukes	-	UK		Matt Koch	-	Rosemount
Tyson Stelzer	-	Australia		Tim Knappstein	-	Riposte
Amelia Jukes	-	UK		Chester Osborn	-	D'Arenberg
Tom Carson	-	Yabby Lake		Bruce Gregory	-	Majella
Rob Mann	-	Cape Mentelle		Sam Connew	-	AWRI
Louisa Rose	-	Yalumba		Tony Love	-	Wine Writer
Kevin Glastonbury	-	Yalumba		Nick Ryan	-	Wine Writer
Bernard Hickin	-	Orlando		Grant Ramage	-	Coles
Jeff Grosset	-	Grosset		Michael Fragos	-	Chapel Hill
Ben Glaetzer	-	Ben Glaetzer		Kym Teusner	-	Teusner
Stephen Pannell	-	S.C. Pannell		Peter Barry	-	Jim Barry
Dan Buckle	-	Mt Langi Ghiran		Paul Smith	-	Wirra Wirra
Bill Downie	-	William Downie		Mike Symons	-	Stonier
Andrew Hardy	-	Petaluma		Michael Schreurs	-	The Lane
David LeMire	-	Shaw + Smith		Marty Edwards	-	The Lane
Peter Godden	-	AWRI		Katie MacAulay	-	Robert Oatley
Natasha Mooney	-	Fox Gordon		Alex MacKenzie	-	Annie Lane
Toby Barlow	-	St Hallett		Ian Hongell	-	Peter Lehmann
Ben Bryant	-	Jacob's Creek		Peter Gambetta	-	Yalumba
Wayne Dutschke	-	Dutschke		Rose Kentish	-	Ulithorne
Sue Hodder	-	Wynns		Stuart Knox	-	Fix St James
David O'Leary	-	O'Leary Walker		Paul Diamond	-	Selector
Matt O'Leary	-	Wolf Blass		Grant Dodd	-	Wine Writer



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