

MCPHERSON

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MCPHERSON ACHIEVES EXCELLENT RESULT AT 2008 INTERNATIONAL WINE & SPIRIT COMPETITION

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McPherson Wines, one of Australia's leading export brands, is delighted to announce its achievement of one **Silver Medal** and two **Bronze Medals** following judging at the 2008 *International Wine & Spirit Competition* held recently in London.

Founded in London in 1969, the *International Wine & Spirit Competition* is the premier competition of its kind anywhere in the world. Supported by leading industry figures, the judging panel boasts the most highly qualified group of international judges at any competition including 40 Masters of Wine and prominent trade and consumer judges. Judged using a 100 point system, the definition of achievement is as follows:

Silver Medal: Fine example; excellent quality
Bronze Medal: Good example; well above average

McPherson's flagship wine, the **2006 Chapter Three Shiraz Viognier**, was awarded a **Silver Medal**. This is a great result given that the 2006 was the first ever release of this wine and the newest addition to the McPherson portfolio. Made using fruit exclusively from Central Victoria, the wine was aged in new French oak for 12 months before bottling, enjoying a further 12 months of cellaring before release.

The **2007 Basilisk Shiraz Mourvedre** and the **2007 McPherson Shiraz** were both awarded a **Bronze Medal** which is a testament to the high quality for value standards McPherson prides itself on.

McPherson Director Andrew McPherson said, "The *International Wine & Spirit Competition* is recognised as a leading competition globally, with the most rigorous judging standards. For our wines to achieve a silver medal and two bronze medals is a great testament to the quality of our fruit and winemaking skills. This is a great result for our team."

McPherson is based in the Nagambie Lakes region of Central Victoria and sources fruit from its own 250ha of estate vineyards, supplemented with fruit purchased from selected long term growers in a variety of regions.

Winemakers: Geoff Thompson & Joanne Nash

Images and interviews available on request

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