

CALL FOR ENTRIES: ENTRIES CLOSE 5PM FRIDAY 10TH SEPTEMBER 2010
ON-LINE ENTRIES www.shirazchallenge.com.au

THE VISY 2010 GREAT AUSTRALIAN SHIRAZ CHALLENGE



2009 winner: Annie's Lane At Quelltaler 2005 Annie's Lane Copper Trail Shiraz

Visy Board Victorian Sales Manager, Northern Region Wodonga site, Kym Ziersch presents to Annie's Lane At Quelltaler Winemaker, Alex McKenzie the Visy 2009 Great Australian Shiraz Challenge Trophy.



STRONG SPONSORSHIP SUPPORT FOR 2010

Visy has long been a leading provider of innovative corrugated packaging to the wine industry. More recently Visy can offer recyclable PET plastic bottles, a shatterproof material with the look and feel of glass, point of purchase displays and robotic systems. Visy has the solutions to add value to wine packaging by enhancing consumer appeal and marketability of your products. To find out more about our innovative and sustainable products and services visit www.visy.com.au

Graphix Labels is an Australian owned manufacturer of premium quality self adhesive labels. Graphix Labels provides highly qualified advice and service on the best practice for manufacturing and management of wine labels. Total customer satisfaction is the measure of our success. Ph: (03) 9808 0888 Neil Fisher/Carolyn Davies or visit www.graphixlabels.com.au

Anthony Smith Australasia (ASA) has been the closure and top-of-bottle decoration leaders in the Australian wine industry for more than 25 years. Originally a cork importer, ASA has developed into one of the largest manufacturers of screwcaps, PVC capsules and champagne hoods. Still a major cork importer, ASA can provide the right solution to any closure issue. www.asabiz.com.au

Star Track Express The Worlds Smartest Delivery System. www.startrackexpress.com.au

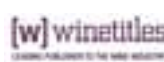
Winetitles Visit www.winebiz.com.au for all your wine industry information needs.

Michael Major Media offers a full range of print and electronic publishing services including website development, editing, publication design and publishing. Michael Major Media has extensive experience working in the wine industry and has

developed more than 150 wine industry-related websites. www.michaelmajor.com.au

Seguin Moreau where 'tradition meets innovation', has been supplying oak barrels and vats to the Australian Wine Industry since 1980. We supply nothing but the best French and American oak for the World's finest wines". For all enquires admin@seguinmoreau.com.au

The **Plumm** story is one of simplicity, of balance, of elegance and ultimately pleasure. Born of the wine industry and developed with specific grape varieties in mind, Plumm has created five distinctive glasses produced across four different ranges; Plumm Handmade Vintage (hand blown), Plumm Vintage (machine made), The Plumm Glass (Stemless tumbler) and Plumm Outdoors (unbreakable polycarbonate). Please visit the Plumm website www.plumm.com for more information.





Stephen Henschke



Alan George



Sue Bell



Richard Angove

WELCOME TO THE VISY 2010 GREAT AUSTRALIAN SHIRAZ CHALLENGE

Now in its 16th year, the Great Australian Shiraz Challenge has become one of Australia's most prestigious wine awards.

The Challenge is a unique opportunity for Australia's premier red winemakers to showcase their Shiraz and to reinforce the reputation of the variety as a National and International wine icon.

The 2010 Challenge continues the spectacular evolution of the event over the last fifteen years:-

2010 JUDGING PANEL

This year's event brings together a panel of highly credentialed and experienced judges: - Stephen Henschke, Alan George, Sue Bell and Richard Angove.

2010 Revised Judging Process

The Shiraz Challenge Committee has introduced an innovative change to the judging process; wines entered will be classed and tasted based on climate and regional points of difference, this will ensure that all entries are judged objectively.

ON-LINE ENTRIES AVAILABLE AT www.shirazchallenge.com.au



YOUR INVITATION TO ENTER

I commend the Visy Great Australian Shiraz Challenge to you as one of Australia's most prestigious and highly respected wine awards. An information package and conditions of entry for the Visy 2010 Great Australian Shiraz Challenge is enclosed.

I encourage you to take up the challenge and enter one or more of your Shiraz in this year's event.

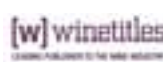
Yours sincerely,
Alister Purbrick
Chairman,
Great Australian Shiraz Challenge

2010 AWARDS SCHEDULE THE WINNING WINE COMPANY RECEIVES:

- The Visy Great Australian Shiraz Challenge Trophy a Lygon Decanter – supplied by Plumm glassware.
- \$10,000 worth of pressure sensitive labels from Graphix Labels.
- \$10,000 worth of screw cap product from Anthony Smith Australasia (ASA).
- Handcrafted Seguin Moreau American Oak Presentation Barrique valued at \$1,500.

BEST SHIRAZ UNDER \$25.00 – receives the Graphix Labels Trophy - A Plumm Flinders decanter and 8 REDa glasses – supplied by Plumm glassware.

Unrestricted award level branding rights apply for Gold, Silver or Bronze medal pointed wines – Gold medal level – 18.5 points or above, Silver medal – 17.0- 18.4 points, Bronze medal – 15.5-16.9 points.



* SEE AWARDS SCHEDULE FOR DETAILS CONDITIONS APPLY

A CONSIGNMENT ADDRESS SHEET IS INCLUDED TO ASSIST IN DESPATCH

WINE, COMPLETED ENTRY FORM AND ENTRY PAYMENT MUST REACH TAHBILK WINERY NO LATER THAN 5PM, FRIDAY 10TH SEPTEMBER 2010

CONDITIONS OF ENTRY REGULATIONS AND ENTRY CRITERIA

GENERAL INFORMATION

The Visy Great Australian Shiraz Challenge is unlike other wine awards. It is aimed specifically at commercially available Shiraz of any vintage — so that the wines are accessible to the consuming public.

- Judging is based on the standard 20 point system, with Judges points aggregated and averaged. All wines scored at Gold medal standard are rejudged in the second Trophy round.
- All entrants will be advised of point scores and will be published on The Great Australian Shiraz Challenge website www.shirazchallenge.com.au. Medal winning wines will have unrestricted branding rights for labels, packaging and wine marketing materials.

ENTRY CRITERIA:

- The Shiraz wine/s must be commercially labelled as Shiraz only (not a Shiraz / other varietal blend).
- There is only one Judging Class – no vintage restrictions apply.
- The Challenge is open to still Shiraz table wines only.
- The Shiraz wine/s must have been produced in a quantity of at least 100 dozen.
- An Australian sales licensed outlet for the Shiraz wine(s) must be nominated on the entry form as a guarantee of current consumer availability.
- The Shiraz wine(s) entered must be commercially labelled at the time of entry and judging.

- There is no restriction on the number of entries per winery.
- Should entrants wine(s) be selected for a press tasting, another 6 bottles may be requested and are to be supplied at entrants cost.
- The Great Shiraz Challenge Pty Ltd reserves the right to market and promote Shiraz wine(s) entered in this event. All exhibits become the property of the The Great Shiraz Challenge Pty Ltd
- The Great Shiraz Challenge Pty Ltd / Star Track Express cannot be held responsible for lost/damaged entries.
- That if my company chooses to use the Freight Free offer which excludes Express or Air Freight, The Great Shiraz Challenge Pty Ltd / Star Track Express cannot be held responsible for lost/damaged entries.
- Prizes are not redeemable for cash.
- Cost per entry: \$155 (includes GST)
- No entry will be accepted until receipt of the entry fee in full.
- Electronic entries will not be officially processed until payment is received.
- Challenge Judging Samples: 6 bottles of 750ml each or equivalent of 4500ml of each wine entered for Judging.
- Call for Awards Presentation Wines: If a Shiraz is selected for the Awards Presentation, up to a further 3 dozen bottles are to be provided to The Great Shiraz Challenge Pty Ltd at distributor price, up to a maximum of \$150 per dozen (FIS Tahbilk, including WET and GST). Competitors in this category will be advised accordingly, with a request to invoice The Great Shiraz Challenge Pty Ltd for the wine supplied.

**WINE, COMPLETED ENTRY FORM AND ENTRY PAYMENT
MUST REACH TAHBILK WINERY NO LATER THAN 5PM,
FRIDAY 10TH SEPTEMBER 2010**

WINE PRESENTATION & DELIVERY DETAILS:

Competition wines must be commercially labelled.

Wines must be consigned to:

**VISY 2010 GREAT AUSTRALIAN SHIRAZ CHALLENGE
C/- TAHBILK WINERY, 254 O'NEILS ROAD TABILK
VIA NAGAMBIE VIC 3608 (Cover Sheet Enclosed)**

**NOTE: FAILURE TO MEET THE ENTRY CRITERIA WILL
RESULT IN DISQUALIFICATION FROM THE COMPETITION**

FOR FURTHER INFORMATION – CONTACT:

- Carol McLean, Challenge Co-ordinator,
Great Australian Shiraz Challenge
C/- Tahbilk Winery
Ph: 03-5736 2438 Fax: 03-5794 2360
Email: carol@tahbilk.com.au
- Alister Purbrick, Chairman,
Great Australian Shiraz Challenge
C/- Tahbilk Winery
Ph: 03-5794 2555 Fax: 03-5794 2360
Email: ajp@tahbilk.com.au



* **FREE DELIVERY
OF YOUR
CHALLENGE
ENTRIES**

2010 ENTRY FORM

ON-LINE ENTRIES AVAILABLE AT www.shirazchallenge.com.au

Entries can also be submitted on the enclosed form, Exhibitors must include all details required by the Entry Form.

Name of Winery:

Entry Co-ordinator:

Postal Address:

City/Town:

State:

Postcode:

Ph: ()

Fax: ()

Mobile:

Email:

ENTRY 1.	Vintage	Name of wine as Labelled					
RRP\$		Region					
CLOSURE	<input type="checkbox"/> Cork	<input type="checkbox"/> Screwcap	<input type="checkbox"/> Other Specify:				
AVAILABILITY	<input type="checkbox"/> Cellar Door	<input type="checkbox"/> Mail Order	<input type="checkbox"/> Retail/Outlet currently available at:				
CLIMATE	<input type="checkbox"/> Cold	<input type="checkbox"/> Cold to Cool	<input type="checkbox"/> Cool	<input type="checkbox"/> Cool to Warm	<input type="checkbox"/> Warm	<input type="checkbox"/> Warm to Hot	<input type="checkbox"/> Hot

ENTRY 2.	Vintage	Name of wine as Labelled					
RRP\$		Region					
CLOSURE	<input type="checkbox"/> Cork	<input type="checkbox"/> Screwcap	<input type="checkbox"/> Other Specify:				
AVAILABILITY	<input type="checkbox"/> Cellar Door	<input type="checkbox"/> Mail Order	<input type="checkbox"/> Retail/Outlet currently available at:				
CLIMATE	<input type="checkbox"/> Cold	<input type="checkbox"/> Cold to Cool	<input type="checkbox"/> Cool	<input type="checkbox"/> Cool to Warm	<input type="checkbox"/> Warm	<input type="checkbox"/> Warm to Hot	<input type="checkbox"/> Hot

ENTRY 3.	Vintage	Name of wine as Labelled					
RRP\$		Region					
CLOSURE	<input type="checkbox"/> Cork	<input type="checkbox"/> Screwcap	<input type="checkbox"/> Other Specify:				
AVAILABILITY	<input type="checkbox"/> Cellar Door	<input type="checkbox"/> Mail Order	<input type="checkbox"/> Retail/Outlet currently available at:				
CLIMATE	<input type="checkbox"/> Cold	<input type="checkbox"/> Cold to Cool	<input type="checkbox"/> Cool	<input type="checkbox"/> Cool to Warm	<input type="checkbox"/> Warm	<input type="checkbox"/> Warm to Hot	<input type="checkbox"/> Hot

PLEASE ENSURE INFORMATION IS CORRECT AS THIS WILL APPEAR ON ANY TROPHIES, PUBLICATIONS AND CORRESPONDENCE

TAX INVOICE

The Great Shiraz Challenge Pty Ltd
ABN 81071114862

PO Box 157, Nagambie, Vic, 3608

T: Direct 03 5736 2438

F: 03 5794 2360

W: www.shirazchallenge.com.au

2010 ENTRY FEE \$155 (includes GST) per wine entered. Please enter wines in the 2010 Shiraz Challenge @ \$155 each (inc GST) Total \$ _____
(Please note 6 bottles of 750ml each or equivalent of 4500ml of each wine are required for judging)

PAYMENT OPTIONS: (please tick)

Direct Deposit — Institution: National Australia Bank Account Name: The Great Shiraz Challenge Pty Ltd BSB Number: 083 798 Account No: 49 167 7488
Remittance advice by either F: (03) 5794 2360 or E: kaye@tahbilk.com.au

Cheque enclosed, payable to: The Great Shiraz Challenge Pty Ltd

Mastercard **Visa** Expiry Date: / Card Number

Name of cardholder (please print)

Authorised Signature:

Pursuant to the Privacy Act 2000, your Credit Card details provided here are not kept on file unless specifically requested.

FREE DELIVERY OF YOUR CHALLENGE ENTRIES* (OPTIONAL) Excludes Express and Air Freight

The Great Australian Shiraz Challenge has arranged through "Star Track Express" to deliver your entry wines FREE OF CHARGE from anywhere in Australia! Simply PH: 132345 AND QUOTE ACCOUNT NO. 30032061 between 9am -5pm to organise the pickup and delivery of your Challenge entries.

*The Great Shiraz Challenge Pty Ltd / Star Track Express cannot be held responsible for lost/damaged entries.

Please note: only 1 bar-coded courier sticker to be used per carton.

Privacy Statement: The Great Shiraz Challenge Pty Ltd do comply with the Privacy Amendment (Private Sector) Act 2000 and meet the ten National Privacy Principles (NPP's) as spelt out in the Privacy Act which cover: • Collection, use and disclosure of information. • Storage of information. • Access to information. The Company will not keep a record of credit card information.

Entry Declaration: I declare I have read and understand the entire Contents of the Document including the Conditions of Entry Regulations and Entry Criteria and agree to be bound by them and abide by all decisions made by The Great Shiraz Challenge Pty Ltd.

Name (Please print):

Signed:

Company Position:

Date:

PLEASE NOTE WE ARE UNABLE TO ACCEPT YOUR ENTRY UNLESS IT HAS BEEN SIGNED

**PLEASE KEEP
A COPY OF THIS
FORM AS YOUR
TAX INVOICE.**

**NO FURTHER
INVOICES WILL
BE ISSUED**

Wine Delivery Address:

The VISY Great Shiraz Challenge
C/- Tahbilk Winery 254 O'Neils Road
Tahbilk via Nagambie 3608
(Delivery Cover Sheet Enclosed)

**WINE, COMPLETED ENTRY FORM AND ENTRY PAYMENT MUST REACH
TAHBILK WINERY NO LATER THAN 5PM, FRIDAY 10TH SEPTEMBER 2010**