



MEDIA RELEASE

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Zilzie Selection 23 Completes Trophy Hat Trick and Welcomes the Chardonnay Fightback

Zilzie Wines of Karadoc in the Murray Darling has celebrated this weekend with its *2009 Selection 23 Chardonnay* picking up the trophies for Best Dry White and Best Regional Wine for the Murray Darling GI at the Inland Wine Show for the third year in a row.

Winemaker, Mark Zeppel, believes the repeated success of the Chardonnay at the Inland Wine Show is a mark of the vineyard's quality management and Zilzie's commitment to consistent winemaking.

"We've worked really hard to ensure that each vintage provides the consumer with a reliable and consistent wine. From the vineyard to the winery we aim to make a wine that gives our customers great value for money," Mark said.

"It's pretty difficult to pick up the same Trophy three years in a row but we're confident that we have the right formula now to continue this successful run."

Managing Director of Zilzie Wines, Andrew Forbes, believes Zilzie's approach to Chardonnay represents an exciting trend towards the development of a captivating new Aussie wine style.

"As Gen X take over senior winemaking positions across the country I think we're seeing an evolution of the Chardonnay style, it's not a return to old techniques it's a whole new way of looking at the grape. It's Chardonnay 2.0 if you like."

"It's a true varietal style with attractive soft stone fruit and citrus character, very subtle oak and crisp acidity. The Chardonnay we produce lends itself to summer dining and easy drinking," Andrew said.

"This is a style that may bring people back to the variety and away from other 'imported' white wines - especially those from across The Ditch. Given the success of Chardonnay in other capital city wine shows in recent months; Adelaide Wine Show and the NSW Wine Awards, we think there is a resurgence in its popularity.

"We make our Chardonnay to drink now and the judges at the Inland Show respected this - and consumers respect our competitive price point of \$10 to \$12," Andrew said.

The award comes as Zilzie releases its new Selection 23 wines range to market. The range features the award winning 2009 Chardonnay, 2009 Sauvignon Blanc, 2009 Moscato, 2009 Rose, 2008 Shiraz and the 2008 Merlot.