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PRESS RELEASE

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Wines from Down Under top Wine Style Asia Award

Five out of eight Trophy winners from Australia, out of 520 entries

Singapore, 23 October 2009 – The Wine Style Asia Award (WSAA) had a distinctly Antipodean flavour, with five out of the top eight Trophy winners coming from Australia. The Award is held in conjunction with Wine for Asia (WFA), Asia's most comprehensive wine show.

There are five categories of winners in the Wine Style Asia Award: Trophy, Gold Platinum, Gold Classic, Silver and Bronze awards. The breakdown of winners is, as follows:

Trophy Award	8 winners
Gold Platinum Award	27 winners
Gold Classic Award	2 winners
Silver Award	99 winners
Bronze Award	145 winners

The trophy winners are:

Riverbench Estate Pinot Noir 2006 (USA)
Anything Goes Riesling 2008 (Germany)
Benwarin Sangiovese 2006 (Australia)
Chain of Ponds BlackThursday 2009 (Australia)
Chain of Ponds Corkscrew Road 2006 (Australia)
Eden Springs High Eden Shiraz 2007 (Australia)
Emilio Moro Malleolus 2006 (Spain)
Lillypilly Noble Blend 2002 (Australia)

Most happy would be Chain of Ponds, which bagged two of the Trophies. Said Graeme Thredgold, Sales & Marketing Manager of Chain of Ponds: "We were very excited and ecstatic about winning. I was told that this is the first time in the history of the Wine Style Asia Award that any winery has ever won two Trophy Awards in one show!"

The winery was very confident about the wines entered for the Award, with seven winners out of eight submitted. A relatively young winery established in 1985, the vines planted included Chardonnay and Sauvignon Blanc, both of which have become signature wines of Adelaide Hills, and a number of traditional Italian varieties including Pinot Grigio, Barbera, Sangiovese and Nebbiolo all of which were found to be ideally suited to this region.

The awards were presented at a glittering gala dinner at The St Regis Singapore on the eve of Wine for Asia 2009, which runs from 22 – 24 October. The show, the seventh in the series, is organised by MP Wine Resource Pte Ltd, a joint venture between MP International, an exhibition, conference and events organiser, and Wine Resources, a wine consultancy.

Said Ms Sylvia Phua, chief executive officer of MP International, co-organiser of WFA: "You could see the pride on the winners' faces when they stepped up to receive their awards. We are glad that we have taken this Award to the next level, with class, lots of buzz and plenty of substance."

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WSAA is unique in that it recognises quality wines suitable for the growing wine consumption in the Asia market. At the same time it also recognises, encourages and acknowledges wine makers producing the highest quality wines. The objective of WSAA is to offer to Asian consumers a range of award-winning wines that have been judged as the best in their categories by an expert panel.

Commenting on the quality of the wines at this year's Award, Chief Judge John Chua said: "It is exciting to visualise the wine-makers perception of their creation, and the wine styles that suit consumers' tastes.

"Besides highlighting wines that deserved the judges' recommendation for medals, another focus of WSAA is to bring wines that are new to markets in Asia. It also serves to complement different Asian and international preferences in this region."

This year's judging panel was headed by Mr John Chua, a veteran international wine judge. The other panellists, comprised established names in the wine community, such as Kym Milne MW, Lisa Perotti-Brown MW, Subhash Arora, president of Delhi Wine Club, Fumiko Arisaka from Japan, Tran Ngoc Chau from Vietnam and Susie Wu, a veteran wine journalist from China, and chief sommeliers from The St Regis Singapore and Hilton Kuala Lumpur.

(Full list of winners on website, www.winestyleasiaaward.com)

This year's Wine Style Asia Award was additionally special, as the duty and GST on wines for the competition were waived. The new tax exemption incentive is granted on the three bottles of wine submitted for the Awards. The tax exemption also brings Singapore more in line with countries hosting similar wine trade events.

The waiver of duty and GST on wines for exhibition and auctions is intended to take into account the effects of the current downturn, promote wine trading activities and help Singapore's wine industry.

This year's Wine for Asia (WFA) took off with 376 exhibitors showcasing wines from all over the world. Despite the recession, the show being held from October 22 to 24 at Suntec Singapore, has grown, spreading over 5,800sqm compared with 5,100sqm in 2008.

There will be an estimated 50,000 bottles from 30 countries, including Australia, California, France, Germany, Hungary, Italy, New Zealand, Portugal, Spain, Singapore and South America. The organisers expect more than 4,000 visitors at the show.

WFA 2009 enjoys strong support from Government agencies such as the Singapore Tourism Board and International Enterprise Singapore (IE Singapore), as well as from SOPEXA, the agency for the promotion of French food, wine and spirits, and the Australian Trade Commission (Austrade), the Australian government's trade and investment development agency.

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Highlights at Wine for Asia

Penfolds Grange Vertical Tasting

Penfolds Brand Ambassador Jamie Sach and Ch'ng Poh Tiong, publisher of The Wine Review, took participants through a vertical tasting of Penfolds Grange's greatest vintages, spanning 20 years and covering 1983, 1990, 1991, 1998, 1999, 2002 and the recently released 2004. This tasting was by invitation only, and all seats were taken.

Pinot Noir Forum

Riding on the increasing craze for Pinot Noir amongst Asian wine consumers, WFA also held the first-ever Pinot Noir Forum in the region. Titled "Pinot Noir Wine Styles: The Traditional and the Generation NEXT", the forum was moderated by Ch'ng Poh Tiong, publisher of The Wine Review.

It gave the participants a balanced view on the developments of Pinot Noir in the world. Mr Jean-Pierre Renard, an expert on Burgundian Pinot Noir, began the forum by sharing his knowledge on the Burgundian Appellation d'Origine Contrôlée, the system that has helped shape the unique style of Burgundian Pinot Noir which has seen emulations worldwide. This tasting was by invitation only, and all seats were taken.

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