



DE BORTOLI WINES

MEDIA RELEASE: For immediate use

HARRY'S HOT STICK SALAMI EARNS DE BORTOLI 'BEST IN SHOW'

The inaugural Wine Industry Smallgoods Smackdown competition (#WISS) was held last Friday the 2nd of September, in the Barossa Valley, with winemakers around the country submitting their entries across a range of categories.

Organised by wine writer Mike Bennie and winemaker Dave Brookes, it pitted Italians against Germans, salamis against country hams and of course, winery against winery. The judging panel also included wine writer Nick Ryan and senior food features writer for The Age, Richard Cornish.

"We are extremely proud to announce our very own 'Harry's Hotstick Salami' won the Best Salami bracket followed by Best in Show. The salami was made in June this year at our annual Salami Day held at our Yarra Valley family estate. When the announcement was made that Harry's salami had won, the squeals of delight could be heard from all over the Yarra Valley" Leanne De Bortoli said.

She also added *"We would like to express our congratulations to Harry Clegg, our Yarra Valley Salami Maestro, and also to all the other winemakers fortunate enough to receive an award"*.

It seems the love for cured meats was felt across the Twittersphere as well, with a TweetReach report run on the 7th of September showing over 364,000 impressions for the #WISS hashtag. *"We thoroughly enjoyed being a part of the light hearted competition between the wineries, the salami made an interesting change from wine when it came to submitting our entries"* Leanne joked.

We look forward to the next #WISS competition which will be held in the Yarra Valley in 2012.

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