



DE BORTOLI WINES

MEDIA RELEASE: For immediate use

De Bortoli, Australian Wine Company of the Year for a 3rd Year!

De Bortoli Wines is the proud recipient of the Australian Wine Company of the Year for 2010 awarded by Winestate Magazine, Australia's longest running wine publication. De Bortoli were also named the Australian Wine Company of the year in 2005 and 2006.

De Bortoli is a third generation family wine company that was established in 1928 in Griffith, NSW and now has operations in the Yarra and King Valleys in Victoria and Hunter Valley in NSW. In New South Wales, The Riverina produces the acclaimed Noble One, world class fortified and premium varietal wines while the Hunter Valley is renowned for the unique character and longevity of its Semillon and Shiraz wines.

In Victoria the Yarra Valley is recognised for its cool climate wines made from classic varieties notably Chardonnay, Sauvignon, Pinot Noir, Shiraz and Cabernet. In the north east the King Valley is establishing a reputation for its delicious European style wines.

Chief Executive Officer Darren De Bortoli commented, *"We are extremely proud of this achievement. The judges' opinion confirms the continual high quality across our whole range of wines. It is testament to the hard work and continuous strive for excellence that our team at De Bortoli wines works for."*

This year more than 10,000 wines were submitted for blind tasting by the magazine judges from throughout Australia and New Zealand. All wines are judged by their actual performance in blind tastings with no preselection based on reputation or price.

The Australian Wine Company of the Year was given to the most successful exhibitor under one brand name. The finalists included: De Bortoli, Adelaide Winemakers Pty Ltd, Taylors, Yalumba Hill-Smith and Grant Burge.

The Award gives recognition to the company that has most consistently received Silver or Gold/4 - 5 stars for their wines. Peter Simic from Winestate said *"To get our Winestate Wine Company of the Year Award we take all the wines entered from each company and consider the highest ratings achieved across the greatest number of wines delivered. In other words we are looking at consistency of product across the board. It is a difficult award to achieve because it is not enough just to have a few highly rated wines, a company needs to demonstrate quality across a number of varietals and styles. De Bortoli, a past winner, once again shows the quality level that its wines achieve in blind tastings in Winestate competitions. We give awards based on performance not on peer popularity. If you win an award at Winestate you earn it."*

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