



The 2010 Decanter World Wine Awards NZ Pinot Noir is World Beater

Martinborough Pinot Noir scoops top prize from 10,983 entries in world's biggest wine show

A small winery from Wairarapa which only planted its 12 hectares of vines in 1999 has triumphed over Pinot Noirs from 19 other countries including France, Italy, Australia, the USA, Chile and Germany to win the International Pinot Noir Trophy at the world's biggest and most prestigious wine show, The Decanter World Wine Awards. London's Royal Opera House was the venue for last night's unveiling of the 28 ultimate world beating wines from the 10,983 entries in the 2010 Decanter World Wine Awards.

Martinborough's Schubert Wines Block B Pinot Noir 2008 became one of just 0.25% of wines in the competition to win an International Trophy, surviving four rounds of judging to join an elite band of International Trophy winners in the world's toughest wine competition. Schubert's proprietors & winemakers Kai Schubert & Marion Deimling, moved from Germany to New Zealand via the Pacific Northwest and Australia in their quest for perfect Pinot terrior, they say "It is a great honour receiving this huge accolade. There were Pinot Noirs from 19 other countries which makes this International Trophy not only a fantastic success for us at Schubert Wines, but also for the Wairarapa region and the whole of New Zealand".

Decanter's expert judges described the winning wine as: 'Forceful, with vibrant, succulent fruits and sweet strawberry and loganberry flavour. Fine concentration and a fresh splash of acidity on the palate. Very long and sleek.'

Schubert was not the only NZ winner, Nelson's Seifried Sweet Agnes Riesling 2009 completed a stunning hat-trick of wins having won a Regional Trophy or International Trophy every year since 2007. Decanter's judges described Seifried's second consecutive International Trophy winning vintage as: 'Very honeyed and waxy on the nose with loads of floral character. Aromatic, luscious, juicy and intense with a racy but balanced acidity with excellent length.'

The International Trophies were the highlight of an excellent year for New Zealand Wines in the Decanter World Wine Awards with New Zealand ranking seventh in the medal rankings with a total of 341 medals including 15 gold and 88 silver medals.

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Notes to Editors

Decanter's rigorous judging process has often led the Decanter World Wine Awards to be referred to as '*the ultimate terroir competition*.' This year the judges, more than 50 of whom flew in from overseas, included top sommeliers and Masters of Wine, including Gerard Basset MW, co-founder of Hotel du Vin and the only person in the world to be a Master of Wine, Master Sommelier and Wine MBA. As judge June Hunt MW says 'every single wine is tasted blind and rated with the utmost professionalism.'

- * The DWWA was launched in 2004 and has now become the world's biggest international wine competition
- * The DWWA assesses every wine blind by the world's leading wine experts
- * Each wine is judged within its region of origin so that an expression of terroir is taken into account
- * Each wine is assessed within price brackets to ensure wines are compared like for like
- * Throughout the rigorous judging processes, each wine is tasted by a dedicated panel. Every single wine is discussed by the panel in depth before a verdict is recorded
- * All Silver medals are tasted twice
- * All Gold, Regional Trophy and International Trophy winning wines are tasted up to four times
- * The DWWA is respected internationally for its prestigious reputation and unrivalled consumer influence
- * For a full list of regional chairs and for more information visit decanter.com/awards