

mildurawines

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NEWSLETTER

Issue 6, September 2006

Welcome to the sixth edition of Mildura Wines newsletter

**MILDURA MURRAY DARLING WINE
INDUSTRY ASSOCIATION**

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Age Wine Writer Visits Our Region

On the 31st of August, Helen Healy of Mildura Wines accompanied Jeni Port, Wine writer from the Melbourne Age and The Age Food and Wine section (Epicure) on a tour of the region.

Jeni was keen to focus on the personal stories surrounding current issues in the Australian Wine-Grape Industry.

The first call, after the airport and coffee, was a grower busy pulling Chardonnay and planting Sienna. Next was Merbein Secondary College where the principal told of ceasing production on the School Block as they had recently lost their 45

year old contract with a local winery. He commented that the decision to pull out was partly to make some space in the industry for those who relied on the income from their blocks in order to survive.

Next was an interview with the CEO of Murray Valley Winegrowers', Mike Stone, followed by a meeting with a grower who had left his farm to take up full-time employment in Mildura. The day was completed with great hospitality from Mandy and Andy at Seasons where Jeni was treated to some of the great local wines and was quietly surprised by our varieties and quality. Watch out for the story in the Sunday Age mid September.

GTS Freight Management Expansion

Mildura-based national line haul and warehousing company, GTS Freight Management has recently received a \$45,000 Bracks Government Grant which will assist the company to create 15 new jobs and begin a significant expansion program in the Mildura region. GTS Freight Management plays a vital role in supporting major export business and the initiative will provide a huge boost for the Mildura region.

GTS operates more than 90 prime movers, uses the services of a large number of cartage sub contractors and has over 15,000 square metres of insulated warehousing facilities. The company has experienced significant growth and as a result has moved into a space consisting of office, workshop, fuelling and washing services.

The company is investing heavily in new trucks and trailers and will use the grant to recruit and train 15 new employees and upskill existing staff to accommodate the company's strong growth. Parliamentary Secretary for State and Regional Development, Mr Joe Helper said "supporting this regional company to grow will boost its national strength, providing additional job and investment opportunities for Mildura".

Best Bottlers Bring State Of The Art Technology To Region

Best Bottlers \$3 million dollar Tetra Prisma Pak Line is on track. Best Bottlers recently ran the first wine through the machines to conduct integrity and shipping trials. Operators and maintenance staff have been selected and trained, and

the first commercial run is scheduled for two wines to be released domestically in October. Best Bottlers report that interest has been high and they have already booked three products during September/October for distribution in Canada, USA, the UK, as well as

domestically. Best Bottlers are proud and excited to be able to bring state of the art, innovative packaging technology to the region, and are the only dedicated Tetra Prisma Pak wine bottler in the Southern Hemisphere and about the third in the world.



MMDWIA Committee Members

Krister Jonsson
Mildura Brewery

Helena Howe
Sunraysia Mallee Economic Development Board

Mike Stone
Murray Valley Winegrowers'

Steve Roden
Salisbury Winery

Win Scott
Sunraysia Institute of TAFE

George Shinas
Shinas Estate

Michael Callipari
Callipari Wines

Steve Glasson
Wooden Eye Estate

Kaye Demmery
Mildura Tourism

Anthony Murphy
Trentham Estate

Jeremy Seward
La Trobe University

Marlene Byrnes
Salisbury Winery

Wine Map Success!

The office of Mildura Wines recently received a call from a man traveling through the area with his family for the first time. He expressed that he was very interested in all areas of our local produce and wanted to be pointed in the right direction. We suggested he pick up a copy of the newly produced Mildura Wines Regional Winery Map from the Mildura, Visitor Information Centre. The map obviously served its purpose well as we received a call later in the week from the same man thanking Mildura Wines for producing such a great promotional tool for the region as he was unaware of how many wineries there were in the region. He even took some home with him for his friends!

Kris Harrington from the Mildura Visitor Information Centre also commented that the Wine Map has been a huge success. All the staff at the VIC are thrilled to have such a quality publication to not only show visitors but also locals who are ambassadors for the region. Kris commented that reaction from clients is great, and the publication has been really fantastic for the region.

What's On

October:

Sydney Morning Herald Good Living Wine Show
Royal Hall of Industries
28-29 October 2006
Further information: <http://gfm.smh.com.au/glws>

Great Wine Capitals Global Network 2006/2007
"Best Of" International Wine Tourism Awards
Applications close at 5pm, 20 October 2006.
Further information: www.greatwinecapitals.com

November:

Australian Alternative Varieties Wine Show
Mildura, Victoria
8-11 November 2006

MasterCard World Wine & Travel Summit & Exhibition
Margaret River, Western Australia
13-17 November 2006
Further Information:
www.winetravelgroup.com.au



Entries close: 22 September
Get your entries in now!
For further information please visit
www.aavws.com

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Industry Achievements

In the past year alone Murray Darling wines have won over 400 medals at national and international wine shows. The awards and accolades keep coming and we'd like to congratulate the following member on their recent achievements:

2004 Zilzie Viognier Wins:



International Trophy Best White Wine Blend Under £10 and;
Regional Trophy (Australia) Best White Wine Blend Under £10
at the 2006 Decanter World Wine Awards—UK

Tell us about your achievements - email info@mildurawines.com.au

ARE YOU A MEMBER

JOIN NOW!

Support the Mildura Murray Darling Wine Industry Association by becoming a member

Join now and enjoy the benefits!
info@mildurawines.com.au

Get Ready To Rock With The Mildura Wines Band!

The Mildura Wines Band will make its debut at this years Australian Alternative Varieties Wine Show! Get ready to get those toes tapping as our talented industry professionals unleash their hidden talents! Current members include: Helen Healy (Mildura Wines), Melissa James (Zilzie), Kim Chalmers (Murray Darling Collection), Matt Morrison (Salisbury Winery), Jonathon Creek (Zilzie) and Smythie (Zilzie) who will perform with Max Allen on Mandolin. There are still places available if you are interested in joining or wish to do a colleague! For further information please contact info@mildurawines.com.au. The first rehearsal will take place in early October.

MILDURA MURRAY DARLING WINE INDUSTRY ASSOCIATION

Creating greater awareness and improving the perception of the wines of the Murray Darling Region.