



# Jeany's FINE WINES AND SPIRITS

## Wine Shows: How and Why?

**There are two reasons for winemakers to enter a show.**

The first is to win medals, adding to sales of that particular wine and even increasing the profitability of the whole vintage.

For example, if winning a medal boosts the price of a case by a dollar and there are 50,000 cases, the return to the winner far out ways the costs of entering the show.

In some instances the medal winning wines may return 50¢ to a dollar extra, a windfall to producers.

The second reason that wineries enter their wines is for some outside evaluation, they want to know if their wine is any good and if it is better than the competition.

The national wine show requests that all entries be wines with at least 200 dozen bottles in stock and a couple of months before the show in November, show stewards visit the winemaker to check on stocks.

While winning medals is a marketing plus for a winemaker the wine shows do not create trends in wine style, the drinkers do.

In the early 80's chardonnay entries were less than 6, today chardonnay remains one of the biggest classes in shows.

Another show wine growing in entries at the present is shiraz, a red wine style becoming more popular with drinkers.

Wine shows judge their entries against a standard for technical quality with points scored out of a possible 20 from each of the three judges. All wines at the shows are tasted at room temperature even sparkling wines and whites that most of us would refrigerate.

The reason is that room temperature stops coldness masking any faults in the wine.

Australia uses the ranking system of judging where all wines in that class are poured and judged against each other.

However the best wine in a class may still not win a gold medal because it may not reach the point score required.

The scores out of 60 (3 judges to score 20 points each) are 46.5 points and over, bronze; 51 and over, silver and 55.5 and over, gold.

Several wines may win gold medals in the same class if they have all reached the points needed.

Each wine is checked for colour and condition, then aroma (nose) and flavour (palate).

For something completely different in wine shows, the Sydney International wine competition is it.

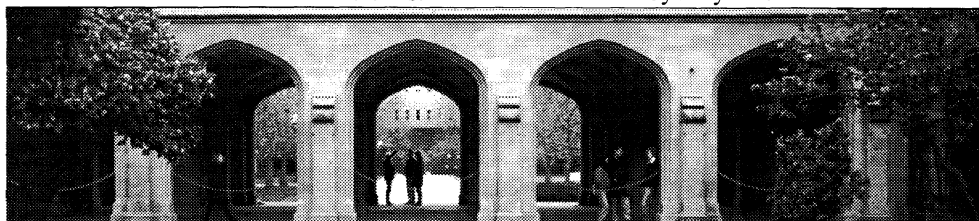
This is a competition for wine with food, not a wine show in traditional sense.

The wines are selected in an order of palate impact against appropriate food.

The wines are divided into categories by style and not grape variety. This helps drinkers to narrow their choice when thinking about what to drink with what they are eating.

The competition produces a wine guide for the top 100 wines based on variety.

In December we will list a number of the gold medal winners from the National wine show to help with your Christmas wine selection.



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