



Best's Bin 1 Shiraz Wins The Jimmy Watson Trophy at the Royal Melbourne Wine Show

Wine also wins the Best Shiraz in Show and Best Victorian Table Wine

For Immediate Release

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Best's Wines 2011 Bin 1 Shiraz was announced the winner of the JC Watson Memorial Trophy at a dinner last night at the ZINC restaurant in Melbourne. The wine also won the Best Victorian Wine trophy and the inaugural Trevor Mast trophy for Best Shiraz in show.

The Royal Melbourne Wine Show JC Watson Memorial Trophy is the country's best known individual wine award with its prestigious line up of judges awarding the trophy to the best one or two year old red wine. The "Jimmy Watson" or "The Jimmy", as it is known in the industry, is named after the much-loved Carlton wine merchant and wine bar owner. This is the first time a Victorian wine has won the Jimmy Watson since 1997 (De Bortoli Yarra Valley Reserve Shiraz) and the first time a wine from Great Western has won since the 1964 Seppelt Great Western Shiraz won in 1965. Best's Bin 1 also won the Best Victorian Wine Trophy and the Trevor Mast Trophy for Best Shiraz in Show, a new award named in honour of the late, great Grampians winemaker.

Best's wines, now made by Justin Purser, continue to evolve with each winemaker providing their own stamp on the Best's house style. Best's epitomises all that is great about the Grampians and the wines showcase how the Great Western region has evolved and matured over time.

"We are delighted with this win and hope this introduces more people to Great Western Shiraz", said Viv Thomson, owner and patriarch of Best's Wines. It's wonderful to see show judges and wine consumers embracing the medium bodied, fragrant style of shiraz from Great Western. To win the Jimmy Watson is a great honour for any winery. And to also win the Trevor Mast Trophy means so much to all of us at Best's. Trevor made wine here from 1975 to 1988 and is a legend of our region and the Australian wine industry".

2011 Best's Great Western Bin 1 Shiraz – SRP \$25

Great Western is synonymous with outstanding Shiraz and Best's Bin 1 Shiraz exemplifies the company's minimalist approach to winemaking and the unique terroir of this cool-climate region. Bin 1 is an excellent introduction to the region's Shiraz style – approachable, medium-bodied, textural and full of spice and peppery fruit characters. Although it is a food friendly wine made in a style to drink upon release, Best's Bin 1 is an elegant Shiraz, which will age well up to 20 years.

"Blending the different parcels of the 2011 Bin 1 Shiraz was a great way for me to discover the individual charms of various Great Western vineyards," said Justin Purser. "My goal was to make a blend that expresses the spicy, fruit flavours that Shiraz from the area is so renowned for yet also retain the elegance of the wine. 2011 was a cooler and wetter year than average for the area but after six vintages in France, Italy and New Zealand, it felt like a typical cool-climate vintage to me! The wine tells the story of the 2011 vintage and delivers elegant flavours and aromas yet it has a backbone of soft fruit, fragrant spices and fine tannins. I am looking forward to seeing how it evolves over the next decade and beyond."

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About Best's

Best's Wines was founded in the Great Western wine region of Victoria, Australia in 1866 by Henry Best and bought by the Thomson family in 1920. Now run by the fifth generation, Viv Thomson's son Ben, Best's has some of the oldest Shiraz vineyards in Australia and some of the oldest known Pinot Noir vines in the world. In 2011, the Thomson family appointed winemaker Justin Purser to make its three ranges of wines: The Icon Range, which includes the flagship Thomson Family Shiraz (\$180) and Bin O Shiraz (\$75), the 'Concongella Collection' and the Great Western Range. Wines are available through fine wine retailers, Best's Great Western Cellar Door and online at www.bestswines.com.au For more information, tasting notes and to download the Best's Brand Press Kit, please visit www.bestswines.com.au/presskit:

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