



BIRD
in
HAND

Friday 20 May 2011

Adelaide Hills Winery Flying High in World Wine Awards

On the eve of its cellar door expansion into China, leading Adelaide Hills winery, Bird in Hand, has garnered outstanding acclaim for their wines in both the Decanter World Wine awards 2011 and the International Wine Challenge (IWC) 2011.

The Two in the Bush Shiraz 2009 won the Decanter World Wine Awards Trophy for Best Australian Shiraz \$20 category.

The Nest Egg Cabernet Sauvignon 2009 received a gold medal in the International Wine Challenge 2011 and the Bird in Hand Shiraz 2009 received double gold medals in both the Decanter World Wine Awards 2011 and International Wine Challenge 2011.

In addition, a swagger of 9 Silver medals across the Bird in Hand range, were announced in both the Decanter World Wine Awards 2011 and International Wine Challenge 2011.

Bird in Hand Executive Director, Andrew Nugent is thrilled with the results that follow on from Decanter's Chardonnay tasting in March where the 08 Nest Egg received gold and was voted "Australia's Best."

"These awards are the most prestigious and influential tasting competitions in the wine world and we are proud to have wines at all three tiers of our range performing to these exceptional standards," said Mr Nugent.

The wines are judged on a regional basis reflecting variety, style and retail price by some of the most experienced wine judges in the world. The IWC had more than 370 winemakers, merchants and writers from around the world taking part in the judging with up to 2000 wines assessed daily over two weeks. The Decanter panel for Australian wines included 22 judges.

Bird in Hand is set to launch its cellar door expansion into China with their first Bird in Hand cellar door opening in Dalian, North Eastern China next week and expects this weeks wins will have a positive impact.

"Our new cellar door has a prime location near Dalian's famous Xinghai Square and next to prestigious stores that include Ferrari and Maserati. The focus is on the excellence of our wines, in particular the Nest Egg range supported by our full suite of wine and olive products. "

"These awards will reinforce the excellence of the brand to the growing Chinese market for quality Australian table wines, especially as we have found the Chinese respond very positively to international accolades," said Mr Nugent.

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Decanter World Wine Awards 2011

TROPHY

- Two In The Bush Shiraz 2009 Regional Trophy: Australian Red Rhone Varietal under £10, Under £10 (Red, Still)

GOLD

- Bird In Hand Shiraz, 2009, Over £10 (Red, Still)

International Wine Challenge 2011

GOLD

- Nest Egg Cabernet 2009
- Bird in Hand Shiraz 2009

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