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MEDIA RELEASE

BAY OF FIRES PINOT - BEST IN SHOW

Last night at the Royal Brisbane Wine Show, Tasmanian winery Bay of Fires was awarded the Wine Emporium trophy for Best Pinot Noir of Show for the 2008 Bay of Fires Pinot Noir.

Bay of Fires winemaker Fran Austin is understandably thrilled with the result: “The 2008 Pinot looked promising right from the start, showing such wonderful balance. Mostly sourced from the Derwent River region, it emerged from vintage as a soft, generous wine with ample structure, with firm, ripe tannins that beautifully supported the ripe dark berry fruit characters.”

“This result at the Brisbane Wine Show couldn’t come at a better time, just as we’re about to release the wine into the market.”

Since her arrival at the Bay of Fires winery eight years ago, Fran has worked hard to develop a detailed understanding of Pinot Noir fruit from vineyard sites around Tasmania, creating the best possible quality wines possible to reflect their origins.

This result also coincides with Bay of Fires’ preparations for the Wine Industry Tasmania Roadshow – Tasmania Unbottled 09 – which will tour Melbourne, Sydney and Brisbane in August this year. Open to trade, media and consumers, the Roadshow will be a fantastic showcase of all that Tasmanian wine can offer. More information can be found on the Wine Industry Tasmania website at www.winetasmania.com.au.

The 2008 Bay of Fires Pinot Noir will be released in August at RRP\$38.50.

For further information please contact:

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