



Sydneysiders to get top Mudgee drop on Sunday

By **CONNIE STEVENS**

More than 20,000 people will get a chance to taste some great Mudgee wines this Sunday (March 1) when NSW wine week kicks off with the Sydney Cellar Door at Hyde Park.

“NSW Wine Week is a great opportunity to showcase what Mudgee has to offer”

Mudgee is one of 14 NSW wine regions participating at this year's event and is the second largest exhibitor after the Hunter Valley.

President of the NSW Wine Industry Association and winemaker at Lowe Family Wines, David Lowe said Mudgee is one of the two most historic wine regions in the state.

“It was there at the very start of the wine industry and continues to enjoy a high profile among consumers.

“NSW Wine Week is a great opportunity to showcase what Mudgee has to offer and is important for the region to maintain its popularity in the shopping basket of NSW quality,” he said.

Event manager from Mudgee marketing firm Thinc, Mike O'Malley agreed and said NSW Wine Week was the most concentrated effort ever to lift the profile of NSW wine.

“It has particular appeal by targeting not only consumers but also restaurants and the trade.

“The variety of Mudgee wines on show demonstrates the success the region has developed in producing not just the traditional big bold reds, but also Italian varieties and whites.

“We can use the event to educate the public about our new varieties and showcase the surprising show results the region is enjoying with its whites.

“It's important to stay in the spotlight given the emergence of newer wine regions throughout the state.

“This is the second year for NSW Wine Week and despite tough economic conditions and the fact it's more expensive than last year, there are more exhibitors,” he said.

Mr O'Malley added that a further benefit for Mudgee was that the wines would be matched to food at hatted restaurants in a series of winemaker dinners throughout the week.

“Mudgee winemakers, James Manners (Oatley Wines), Peter Logan (Logan Wines) and David Lowe will all be there to talk up the region,” he said.

Neilsen Data for NSW shows an increase of 12.6 per cent in sales of off premise bottled wine over the past 12 months. This represents a growth of \$6.6 million on last year.



Wineries participating in NSW Wine Week:

Andrew Harris
Bunnamagoo wines
Cooks Lot
Di Lusso
Elliot Rocke Estate
Farmers Daughter
Frog Rock
Goree Park wines
Lowe family
Moothi Estate
Oatley wines
Optimiste Wines of Mudgee
Regional Hero

TOP DROPS: David Lowe and Mike O'Malley with some of the Mudgee wines on show at NSW Wine Week.

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