

Medals at Korea Wine Challenge 2010

One of Langhorne Creek's leading wineries, Brothers in Arms, has received strong endorsements for its wines at the recent 2010 Korea Wine Challenge.

The No.6 Shiraz Cabernet 2006 and Formby & Adams "Cutting Edge" Cabernet Shiraz 2007 won Gold and Silver Medals respectively whilst Seals of Approval were presented to the flagship Brothers in Arms Cabernet Sauvignon 2005 and Formby & Adams "Leading Horse" Cabernet Sauvignon 2007.

"It's always great to receive this type of acknowledgement but what is particularly gratifying is the spread of awards over three different vintages", said fifth generation family owner Guy Adams.

"For us, each vintage is a reflection of the estate, and our wines in turn reflect the conditions of each vintage – they vary from year to year as the growing season varies from year to year".

The General Manager for Sales & Marketing, James Hall believes Korea is a market of great promise for higher end, estate wines and aims to utilise these awards to gain distribution in this market.

"Korea has been a target market for us for a couple of years, and being successful in this event will certainly generate local interest and hopefully lead to finding a distribution partner." Hall said.

"Austrade has also provided some great advice, but we've held back up until now primarily because we have been concentrating our efforts on our priority markets through these economically challenging times, namely Australia, China, Northern Europe (Germany and Denmark) and USA/Canada." Hall explained.

