



South Australian vineyards come out in force to support flood victims

South Australian vineyards have joined forces with the Australian Wine industry in an unprecedented show of generosity by the industry for flood victims.

More than three hundred vineyards and wineries (of which 112 are from SA) have donated \$240,000 in exclusive wine, memberships, books and travel packages to the Australian Wine Trade Flood Relief Raffle – which is aiming to raise one million dollars for flood victims in Queensland and Victoria.

Launched by Brisbane based wine writer and author Tyson Stelzer with support from Australia's leading online wine and food travel guide, VisitVineyards.com, wine has been donated from almost every corner of Australia; with wineries from Europe and New Zealand also contributing.

Two hundred prizes are up for grabs – including three boxes of Wild Duck Creek Duck Muck Shiraz 2007 valued at \$1320 each, a dozen Kalleske Eduard Shiraz 2008 (retail price \$900), a Kalleske six litre imperial 2008 Eduard Shiraz valued at \$900, a Penfolds magnum of 1996 Grange and a magnum of 1980 Bin 707 - while Seppeltsfield Wines is donating a bottle of Para Vintage Tawny to commemorate each of the Queensland floods in 1893, 1916, 1974 and 2011, valued at close to \$1200.

Stelzer says since putting out the call to the wine industry for support just weeks ago, he can't believe the generosity that has been shown, particularly given they've faced such tough times themselves.

"It hasn't been an easy year, as winemakers face widespread crop damage due to mildew and disease from the humidity, let alone direct damage to vineyards from rain and floods, all in the midst of a particularly challenging time in the market for everyone, so to see this kind of support is simply overwhelming."

Tony Kalleske from Kalleske Wines says there is no doubt the effects of the floods will be felt for some time.

"It will be like a ripple eventually reaching all of us in one way or another .. buying wine is not going to be a priority for many for some time too, so sales are likely to decline."

Magali Schell of Spinifex agrees with Kalleske's sentiments saying "the effects will be surprisingly widely felt".

She says they've seen easier times, but "grape growing and wine making is agriculture and therefore heavily influenced by the weather, so it's easy to have a good sense of the complete lack of control that people have in these situations.

"Your empathy is more direct."

VisitVineyards.com founder and CEO Robyn Lewis who is providing backend support, online raffle ticket services and donating memberships to its own online wine and food travel guide, which has 30,000 subscribers, hopes it will go some way to help drive visitors to cellar doors.

"Working in the wine industry and owning our own vineyard, we feel deeply for those affected by the floods and hope our involvement can in some way not only support flood victims, but go some way to assisting the wine industry through these trying times.

"But most of all, it's about being part of the community and showing those affected that they are not alone."



Tickets are \$30. For more information and a list of where tickets can be purchased via retailers (all States except TAS) see: www.winefloodrelief.com.au

For more information and online and phone sales (including Tasmanian sales), see:
www.VisitVineyards.com/wineraffle

For high res images and interviews contact:

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SA vineyards who have generously donated include:

Irvine Wines

Donating: two six bottle cartons 2006 Irvine Grand Merlot RRP \$1,560
Two magnums 2006 Irvine Grand Merlot RRP \$400.
www.irvinewines.com.au

Spinifex

Donating: one dozen Spinifex Esprit 2008 –RRP \$360
One dozen Spinifex La Maline (Shiraz Viognier) -RRP \$620
One dozen Spinifex Indigene- RRP \$620
One dozen Spinifex Papillon – RRP\$300
One dozen Spinifex Rose – RRP \$240
One dozen Spinifex Lola – RRP \$240.
www.spinifexwines.com.au

Peter Lehmann

Donating: 2003 PL Futures Shiraz 3.0 Lt Double Magnum \$180
2005 PL Mentor Cabernet 3.0 Lt Double Magnum \$250
2005 PL Stonewell Shiraz 3.0 Lt Double Magnum 1 Unit \$500
www.peterlehmannwines.com

Kalleske as mentioned above.