

## Highest Price Ever Paid For a Post 1970 Australian Wine

A bottle of first vintage 1973 Moss Wood Cabernet Sauvignon achieved a record price of \$2,301 recently at Langton's on-line auction in Melbourne [www.langtons.com.au](http://www.langtons.com.au). It is the highest price ever paid for a single 750ml bottle of Australian wine post 1970. A bottle of 1974 Moss Wood Cabernet Sauvignon fetched \$1,726.

Stewart Langton, Managing Director, said "Moss Wood is regarded as an Australian First Growth and was classified exceptional by Langton's in 2005. Clearly collectors have competed against each other at any cost to secure this incredible fragment of Western Australian Wine history. The price illustrates an increasing awareness of our Australian wine heritage and the reality of the secondary wine market. In recent months we have seen strong price realisations for the best and rarest Australian wines."

*The internet is a great place for retailers to keep up to date with valuations on special vintages of wine that are often found in the cellars of many stores. I am sure many wine experts trawl the shelves of smaller stores looking for bargains where unsuspecting retailers have not kept pace with the value of older vintages.*

*John Markham*

## Australia Makes the Best Red Wine in the World!

McLaren Vale winery Wirra Wirra was officially announced International Red Winemaker of the Year at the prestigious 2007 International Wine Challenge Awards Dinner in London.



An enormous achievement, Wirra Wirra was the only Australian winery to be short-listed for the accolade.

The International Wine Challenge is one of the worlds largest and most respected wine competitions. More than 465 winemakers, merchants and writers from around the world make up the respected judging panel, including over 40 Masters of Wine.

The 2004 Wirra Wirra Dead Ringer Cabernet Sauvignon impressed the judging panel earlier this year, awarding it a total of three trophies, including 'Best International Cabernet Sauvignon'. Known by its original name 'The Angelus' in Australia, the premium McLaren Vale Cabernet Sauvignon was renamed internationally due to a well regarded 1er Grand Cru Classe wine from St Emilion, taking particular exception to the similarity in name. It was christened Dead Ringer, for obvious reasons.

The 2004 Angelus Cabernet Sauvignon is sold out in Australia, the 2005 vintage will be released in October 2007 for RRP \$55.

## The Champagne Gallery – Australia's Finest Collection

### An Exhibition of Drinkable Art...

For more than 200 hundred years Champagne has been an icon of style, a consumable art created by the Champenoise with the grape as paint and canvas. Champagne is the transformation of still wine into celebration - the base becoming sublime - an explosive expression of 'joie de vie'.

Now for devotees around Australia, an on-line Champagne site [www.champagnegallery.com](http://www.champagnegallery.com) has collected an inspirational offering of styles from France's best producers, large and small, possibly the most extensive collection in the country and accessible to everyone.

Based on an innovative website, the Gallery is the first port of call for all things Champagne. Discover le belle monde de le Champagne, peruse a continually updated comprehensive collection of fine Champagne and all the beautiful things that go with it.

In addition to being an educational resource with detailed notes on all Champagnes, history, production, styles, and houses, the Champagne Gallery offers an innovative program of educational events and customised programs for everyone from interested amateurs to seasoned professionals

Champagne Gallery will also offer tasting with some of the foremost members of the Champagne fraternity and monthly dinners with cuisine created specifically to match the wines of individual houses.

David Donald, the current national professional title-holder of the prestigious international 'Vin de Champagne' awards, will be The Gallery's Conservateur de Champagne and it will be his passion that guides patrons through this wonderful medium of the Champenoise.

*This site offers retailers an excellent opportunity to see how to market Champagne, from information to exclusive ideas that may be used to capture some of these exclusive sales.*

*The internet is now replacing many of the direct marketing campaigns of the past. This new method of classy marketing is set to entice many top shelf consumers.*

*Get onto the internet, this site is well worth a look.*

[www.champagnegallery.com](http://www.champagnegallery.com)

*John Markham*