



Sanguine
ESTATE

Sanguine Estate's 2012 Inception Shiraz equals 2012 Penfolds Grange as the overall best Shiraz (along with 8 other wines) at Winestate's 2017 Mainfreight World's Greatest Syrah & Shiraz Challenge.

Sanguine Estate's 2012 Inception Shiraz (aka Estate) has been awarded 5 Stars (Gold Medal), best Shiraz in the "\$35 to \$40" category and equal best Shiraz overall at 2017 Mainfreight World's Greatest Syrah & Shiraz Challenge matching the 2012 Penfolds Grange (valued at \$1,000).

The results of the Shiraz and Syrah competition are featured in Winestate's September/October issue of the Magazine hitting stores this month and distributed within Australia and New Zealand as well as Asia, USA and UK reaching in excess of a 100,000 consumer and trade readership in Australia and New Zealand alone.

Over 427 Shiraz wines from Australia and around the world (namely France, South Africa, Argentina, Chile and New Zealand) were judged and included iconic wine brands purchased by the organisers that are not normally entered into wine competitions such as Penfolds Grange and Henschke Hill of Grace from Australia and M. Chapoutier L'Ermite, E. Guigal Cote Roti La Turque and Paul Jaboulet La Chapelle from France. Only 40 out of the 427 wines (9.36%) judged achieved 5 Stars (gold medal) including Sanguine Estate's 2012 Inception Shiraz **and** 2012 Progeny Shiraz.

All wines were judged blind over 4 days by panels of 3 peer winemakers and trade judges. *".... all 5 star wines were analysed to determine the highest score in each price range to thereby deliver the category winners and a final top 10."*¹ writes Peter Simic Editor/Publisher.

Competition for the top 10 was so tough that for the first time in the Challenge's history the organisers decided not to rank the Top 10 from 1 to 10 explaining *"For our Top Ten selection this year it was impossible to separate the very high point scores that the judging panels awarded to the wines. Each wine achieved a unanimous 18.5 points from each of the three judges involved. We could have done a "judge off" but decided this year that this would not have done justice to the exceptional quality of the wines involved. Hence the "no particular order" rating was decided"*²

This means that Heathcote's 2012 Sanguine Estate Inception Shiraz achieved the best Shiraz in the challenge alongside some of Australia's and France's most iconic brands.

"We couldn't be more proud of Mark and although he is not new to achieving outstanding results in this particular challenge, this is the first time he competed against Penfolds Grange with the same vintage - comparing apples with apples. With only three 2012 vintage wines in the top 10 the other being another iconic Australian brand Wolf Blass Platinum Medlands Estates of the Barossa valued at \$200 – that's pretty impressive" comments Jodi Marsh (CEO of Sanguine Estate and sister to Winemaker Mark Hunter)

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¹ Winestate September/October edition 2017 p11.

² Winestate September/October edition 2017 p 39.

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Sanguine Estate is not new to success in this challenge, here is a summary of recent years

2016 Challenge

D'Orsa 2014 achieves **5th Best Shiraz** in the world and best Shiraz in \$50 to \$75 category

2015 Challenge

D'Orsa 2013 achieves **8th Best Shiraz** in the world and best Shiraz in \$50 to \$75 category

2014 Challenge

2012 D'Orsa Shiraz achieves equal top in \$50 to \$75 category

2013 Progeny Shiraz announced \$20 to \$25 category winner

2013 Challenge

2012 Progeny Shiraz achieves **7th Best Shiraz** in the world and best Shiraz in \$20 to \$25 category

Winestate is in its fifth decade of judging Australian Shiraz but it has only been in the last thirteen years that iconic wines from the old world have been sourced.

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