Commentary

Tuesday 11 November 2009

food4media.com Australia
The world's leading food news service for the media

Food4Media is a food and wine information portal that reaches:
- *989 Food & Beverage journalists around Australia*
- *357 publications*

S.C.PANNELL WINEMAKER

S.C. Pannell Treble Trophy Triumph at Australian Alternative Varieties Wine Show

09 Nov 09

On Saturday at the annual Australian Alternative Varieties Wine Show awards night, the S.C. Pannell 2007 Adelaide Hills Nebbiolo triumphed by claiming three trophies - Best Italian Varietal, Best Red Wine and Best Wine of Show.

Stephen Pannell is understandably thrilled with the win. "'This Show is one of the most exciting and progressive on the Aussie wine show circuit, and I am chuffed to have won such a trophy booty with a wine I am very excited about! This wine was effortless to make, as a result of perfect vintage conditions. The tannins ripened without extreme alcohol, elevating a pure expression with fragrant character. This is the third vintage of this wine; it spent less time in oak, and is a more elegant wine than the 2005 and 2006 Nebbiolos,'" noted Stephen.

Stephen was also honoured to be presented the special inaugural trophy for Best Wine of Show, now named in memory of the show's co-founder, the late Dr. Rod Bonfiglioli. Bonfiglioli, along with Stefano de Pieri and Bruce Chalmers started the show ten years ago, with an aim to provide a fair showing for alternative and emerging wine varietals that are often overlooked at the more mainstream wine shows.

The result at the Australian Alternative Varieties Wine Show comes a week after a spectacular result for S.C. Pannell at the McLaren Vale Wine Show, winning Best Rose of Show for the 2009 S.C. Pannell Rose Árido, was well as Best Small Producer for S.C. Pannell.

> 2007 S.C. Pannell Adelaide Hills Nebbiolo. RRP $50.00.
> 2009 S.C. Pannell Rose Árido. RRP $26.00.
Available through select retailers and mail order via sc@pannell.com.au.

The S.C. Pannell annual wine tasting, launching the new vintage releases, will be held in Adelaide at Gallery 139 Magill Road, Stepney on THU NOV 12 from 6-8pm.
Consumers, media and trade all welcome.

> For media queries and images please contact:
RUN FORREST. Llawela Forrest.
T: 03 9078 3042; M: 0400 586 991; E: llawela@runforrest.com.au.

> For sales / trade queries please contact:
S.C. PANNELL WINES. Stephen Pannell. M: 0418 814 617; Sophie Richards. M: 0418 822 098.

> For full Australian Alternative Varieties Wine Show results: www.aavws.com.

About Stephen Pannell: Stephen grew up in the wine industry as a member of the family which founded Moss Wood in 1969. Stephen's extensive knowledge and experience has been garnered over many years working with some Australia's iconic wineries (including Wirra Wirra, Hardy's Tintara and BRL Hardy where he was Chief Red Winemaker from 1999 to 2003) alongside numerous overseas vintages at such places as Domaine des Comtes Lafon in Burgundy, Chateau Mouton Rothschild in Bordeaux and G.D. Vajra in Barolo. Other highlights in Stephen's career include winning the title of International Red Winemaker of the Year at the International Wine Challenge in London, winning the Jimmy Watson Memorial Trophy at the Royal Melbourne Wine Show, twice winning the Max Schubert Trophy at the Adelaide Wine Show as well as being listed as one of the 50 most influential contributors to the world of wine by Decanter Magazine. In addition to establishing his own label, S.C.Pannell, Stephen has a wine consulting business with clients in Australia, Argentina, the UK and Spain, and is a member of the Qantas wine selection panel.

run forrest