

MEDIA RELEASE



THOROUGHBRED RACING SA

10 November 2010

Wine and racing tradition proves successful for local winemakers

It's an event that's gained a reputation over its seventeen years for introducing race goers to some of South Australia's best wine – but guests at Langhorne Creek Vignerons Day (November 21) have something extra special to look forward to this year.

Gypsie Jack Wines, by renowned winemakers John Glaetzer and Ben Potts, will use the event to exclusively launch its new sparkling chardonnay, with those attending having the opportunity to be among the first in the country to taste and buy the exclusive drop.

Blanc de Blancs is 100% chardonnay and made in the same way as French Champagne – Methode Traditional – which is unique for the Langhorne Creek region which is well-known for its reds.

Winemaker and Chair of the Langhorne Creek Winemakers Association, Ben Potts, said a day at the races was a key platform to launch a wine.

“It's a perfect combination - some of the state's best wines available to taste and enjoy at the races while soaking up all the action on the picturesque Strathalbyn racecourse,” Ben said.

“For Gypsie Jack, it's a prime, celebratory atmosphere to launch the wine and we're able to showcase it to a great crowd of people on the day and match it with great local produce – it really is a great marketing opportunity.

“What's more, Gypsie Jack *Blanc de Blancs* is only available on the day or from The Winehouse cellar door, making it a truly exclusive and memorable occasion for racegoers.”

Bleasdale, Bremerton, Brothers In Arms, Howlin' Gale, Lake Breeze and the Langhorne Creek Wine Industry Council are just some of the other big name wineries to showcase their products on the day – with racegoers given the opportunity to ask the winemakers first-hand about their wines.

Food has been chosen to tastefully match the wines and includes fresh seafood, gourmet potatoes, barbecues and homemade pies and fresh desserts – all local Fleurieu Peninsula produce.

Strathalbyn Racing Club Executive Director Sharon Cimarosti said Vignerons Day was a day unlike any other on the racing calendar.

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“Not only does Vignerons Day offer a prime marketing and sales opportunity for winemakers, it brings a swarm of visitors to the region to celebrate what makes our region so desirable – the wine,” Sharon said.

“We’re again expecting more than 4000 people to the races this year and we’ve got more food and wine on offer than ever before.”

A variety of hospitality packages are available. Gates open at the track at 9.30am on November 21 with general admission \$15.

For further event information and bookings visit www.theracessa.com.au

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