



21 April 2011

## Search begins for the Perfect Riesling in 2011 Canberra International Riesling Challenge

The 12<sup>th</sup> Canberra International Riesling Challenge (CIRC) will be held from 3 – 8 October 2011, at the Hyatt Hotel Canberra and the Albert Hall.

As the largest event of its kind in the Southern Hemisphere, the Challenge has become a major, internationally-recognised wine show attracting entries from all over the world.

CIRC Chairman, Ken Helm AM, said that last year's event was a great success with a record number of Australian entries and nine countries represented world wide.

"2010 saw a record number of medals awarded and we were delighted with the high calibre of entries, from both Australia and internationally," Mr Helm said.

The 2011 Challenge will include a number of new initiatives aimed at recognising the versatility and growing popularity of Riesling.

2011 will for the first time see the presentation of the *Encouragement Award for up and coming Riesling Winemakers*. The cash prize of \$3000 will be awarded to a wine made by a person who is in their first seven years of winemaking.

"The introduction of the Encouragement Award demonstrates the commitment the CIRC has to fostering the development of Riesling winemaking and recognising innovation in this variety of wine," Mr Helm said.

"Also, entrants in this year's Challenge will be competing for the prestigious *The Best Wine of the Challenge*. This trophy will only be given to a wine if the judges deem it to be exceptional in every aspect," he said.

Entries will open on 1 June 2011, with the judging taking place from 4 – 6 October 2011. The awards will be announced and presented on Friday 7 October, with the popular Exhibitors and Public Tasting to be held on Saturday, 8 October 2011.

Media inquiries: Ken Helm AM, CIRC Chair 0418 619 186  
CIRC Secretariat 02 6290 1505

*The CIRC would appreciate your support by noting the date of the Challenge  
in your events calendar.*

**MAJOR SPONSOR**  
ACT GOVERNMENT  
**SPONSORS**

Australia Post, ActewAGL, The Hyatt Hotel Canberra, Wolf Blass Foundation Inc, Jim Murphy Market Cellars, Orlando Wines of Pernod Ricard, Lallemand, Helm Wines, Australian Capital Tourism, School of Wine and Food Sciences, Charles Sturt University, Shaw Vineyard Estate, De Vine @ Kamberra, BlueStar, Quantum Ideas, Tamar Valley Wine Route Inc, Wine Industry Journal, The Canberra Times, DB Schenker, Riedel The Wine Glass Company.