



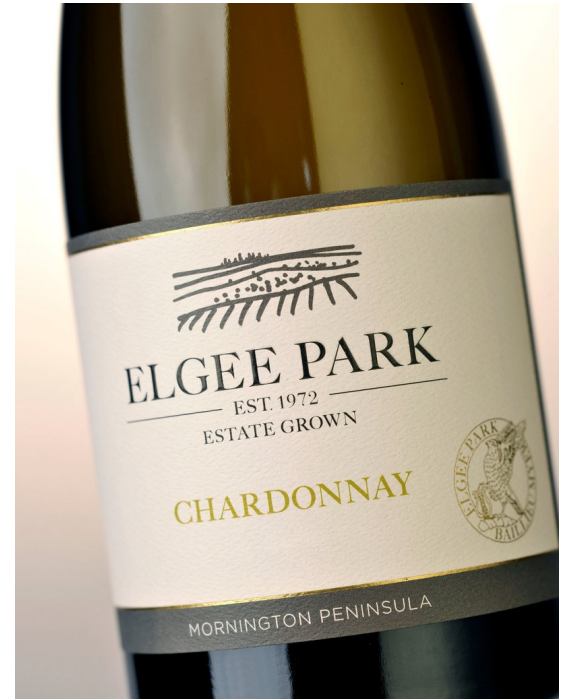
ICCWS interviews Darren Wilcock - Elgee Park

ICCWS Chairman, Paul White recently caught up with Darren Wilcock from Elgee Park & Baillieu Wines.

Darren shared his thoughts on the industry, ICCWS and cool climate wines. "Guiding sales for Mornington Peninsula's oldest serving vineyard, Elgee Park, I have come to appreciate the history, property and people of this magnificent cool climate wine region and the importance of place in marketing.

In 1972 the first vines were planted at Elgee Park by the Myer family, who continue to invest time, labour and love into the property. Like many of the early pioneers in winemaking and those who have grown after, understanding place is crucial, not only to get the very best out of a vineyard but also in distinguishing those unique wines within a region." says Darren.

"Educating a broader public on the very existence of Mornington Peninsula's Pinot Noir, let alone its quality, was hard work in the early 90s and credit must be given to those producers, like Stonier and venues like T'Gallant, who really broke down the doors."



"Credit must also be given to the local Red Hill wine show in getting our name out into a national and broader international market.

Now celebrating its 20th year, the importance of the International Cool Climate Wine Show has not been lost on those producers who continue to see the competition as a great opportunity to not only benchmark their wines in the pursuit of better quality, but also an excellent pathway to continue their brand building.

Along with opening new avenues for producers to generate exposure to a wider audience, local wine shows have also provided an excellent way to see how regional vineyards and producers are shaping new styles and trends. Think Geraldine McFaul's whole-bunch Pinot Noir or Kathleen Quealy's Pinot Gris.

Whatever your preference is as a wine lover or someone who is simply interested in wine, the ICCWS also provides a luxurious and unique opportunity for the public to taste and discover the great diversity of what cool climate regions have to offer.

With an historic pool of well-trained wine professionals as judges, many of whom judge regularly in regional and interstate competitions and are winemakers themselves, we are excited to see what the next show will bring." explains Darren.

Photo credits - Darren Wilcock & Elgee Park

