



THE INTERNATIONAL COOL CLIMATE WINE SHOW

VICTORIA, AUSTRALIA



Media release below and attached pic approved for publication

MEDIA RELEASE – For Immediate Release

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Sustainability Goes to The Top of the Class

The International Cool Climate Wine Show launches the Excellence in Environmental Sustainability Award – a first for an Australian wine show

While it is accepted that wine shows are held to judge the quality of wines, a new wine show award will also focus on the sustainability practices of those who grow and produce those wines.

The *Excellence in Environmental Sustainability Award* is being heralded as an Australian first for a wine show and will be awarded at this year's 2025 AGL International Cool Climate Wine Show (ICCWS).

In this, its first year, the award is open to ICCWS wine show participants only.

“Wineries enter wines in the ICCWS with the objective of being able to compare their wines on a level playing field, like against like, with the judging results enabling them to enhance marketing opportunities,” says Paul White, chairman of the International Cool Climate Wine Show. “Our *Excellence in Environmental Sustainability Award* quantifies and qualifies the growing and wine making efforts and philosophy of wineries, allowing consumers to be aware of their efforts in developing a more sustainability-focused environmental practice.”

Research for the award included speaking to many cool climate winemakers. “They have all welcomed the initiative,” adds Mr White. Fortunately, major Australian energy supplier, AGL, also recognised its importance and signed on as partner.

Wine Australia, the peak wine industry body, sees management strategies to deal with the challenges of both short-term climate cycles and long-term climate change in the vineyard as being “essential” for Australian grape growers and winemakers. “Climate change is already impacting the grape and wine community,” it notes on the Wine Australia website, www.wineaustralia.com. It is hoped the new ICCWS *Excellence in Environmental*

Sustainability Award will encourage greater uptake of sustainable practices to meet a changing and challenging future.



Rob Dolan Wines Yarra Valley – cool climate wine producer.

The new award is a natural fit for the show celebrating Australian wineries that are not only producing exceptional wines but are also leading in sustainable practices and environmental stewardship. With the support of AGL, the award will highlight wine producers making a positive impact on the planet and dedicated to:

- Sustainable Farming Practices
- Renewable Energy Use
- Water Conservation
- Waste Reduction
- Recycling Solutions
- Reduction of Carbon Footprint
- Sustainability Innovation

Wine producers – big and small – are eligible, with entries classified into three categories based on annual wine production:

EESA 1: under 10,000 cases

EESA 2: 10,000-100,000 cases

EESA 3: more than 100,000 cases

The award is open to Australian wineries located in cool climate regions (for ICCWS definition of cool climate see – www.internationalcoolclimatewineshow.com)

Entrants will be asked to provide evidence of sustainability practices already in practice with measurable outcomes as well as showing a direct correlation between sustainability efforts and environmental improvements.

Entrants must demonstrate tangible ongoing efforts toward sustainability.

The judging panel includes leaders in the sustainability field:

- Brendan Weinert, Head of Sustainability Business Energy Solutions AGL
- Hayley Purbrick, Tahbilk Wines, Nagambie Lakes; and judge of the National Banksia Sustainability Awards
- Terryn Hickinbotham, Vice President ICCWS; proprietor Hickinbotham Wines, Mornington Peninsula
- Jeni Port, wine journalist
- Peter Dobney, energy & sustainability consultant

Applications close June 6 and judging will take place in June ahead of the ICCWS Awards dinner on August 29.

About ICCWS

Since its inception in 2000 on the Mornington Peninsula, the ICCWS has grown to be the largest Cool Climate Wine Show in the Southern Hemisphere. This year the Judging occurs over three days, on 23rd, 24th and 25th of July 2025 at the Rosebud Country Club on the Mornington Peninsula. Cool climate wineries have until 7th July 2025, to enter their wine for judging.



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Ends.

The ICCWS Excellence in Environmental Sustainability Awards.

Important Dates:

Entries opened February 7, close June 30, 2025.

Judging will be conducted July 23-25, 2025.

Presentation dinner will be held at the Melbourne Marriott, August 29, 2025.

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