

## Testimonials from the Australian Wine Industry for James Busby Travel project 2011

*We have been involved with the James Busby Travel visit organised by Tim Wildman for the last two years and what a wonderful initiative it is.*

*Tim has set about to organise a tour that lets the visitors get behind the wines to meet the personalities who make them. This is what they have come to see and I don't think they were disappointed!*

*From our point of view, it is a terrific chance to share a few wines with some of the next gen of the World wine scene and what fun we had with them. As they found out, Australian wine is not bland and boring but full of interest and charm (like the people behind them) :-)*

*Leanne de Bortoli, De Bortoli, Yarra Valley, Victoria*

*Penfolds were once again delighted to host The James Busby Travel group at our Magill Estate Winery on the 31st October. In the footsteps of the inaugural 2010 visit, this year's group were again of outstanding calibre, if not from even more disparate parts of the wine-loving world. We congratulate Tim Wildman MW on another success and applaud his energy and commitment to loudly proclaiming and spreading the good word about Australian wine. The spoils await !*

*We look forward to welcoming Tim and his JBT entourage again in 2012.*

*Peter Gago, Head Winemaker, Penfolds*

*Dear Tim, Many thanks to you and the team for a very efficient and enjoyable Itinerary. The James Busby Travel schedule I felt very appropriate and the restriction on the numbers of wines tasted and the more focused approach on specific producers rather than trying to squeeze in too many allows for due consideration of the wines tasted and an appreciation of the work of each producer and the individual philosophy of each to be highlighted. Well done and best of luck for future endeavours. Cape Mentelle would love to be involved again. Kind Regards Rob*

*Robert Mann, Senior Winemaker & Estate Director | Cape Mentelle Vineyards, Margaret River*

*We enjoyed putting on the tasting, meeting all those of you on the tour and thanks again to Tim for being such a great ambassador for Clare Valley wines within the UK and beyond.*

*Regards,*

*Kevin Mitchell, Director, Kilikanoon Wines P/L, Clare Valley, South Australia*

*Dear Tim,*

*They were a wonderful group, and the kind of focussed 'bring the mountain to Mohammed' approach you are taking as James Busby Travel is invaluable to our industry.*

*Regards*

*Tessa Brown, Winemaker, Kooyong, Mornington Peninsula, Victoria*

*'Its great to have a group of wine aficionados from the other side of the world come to visit. It's a fantastic opportunity to show them how great Australian wines can taste and get them excited about the direction of the Australian wine industry. The perfect group of wine professionals to relay our message back across the globe.'*

*Mike Aylward, Ocean Eight, Mornington Peninsula, Victoria*

*Given the high level of guests to the winery at Howard Park, the conversation was invigorating .. we would welcome James Busby folks back any time..*

*Amy Burch, Howard Park, Margaret River, Western Australia*

*Tim*

*Thank you for bringing such an interesting and interested group to Tyrrells . This is the way we regain our super premium world status.*

*Bruce Tyrrell, Tyrrells, Hunter Valley, New South Wales*

*The unique stories of our individual vineyards and wines are fundamental to us, and any credible winery, having a meaningful place in the competitive world of wine. And for fine Australian wine to garner a place of respect internationally it is critically important that knowledgeable, influential professionals and communicators see our vines, our wines and people in order to understand, respect and relay the truth and quality of what we do. There exists a mutual requirement; authenticity of the participants in each James Busby Travel group and authenticity in the itinerary. Both lists comprehensively meet this requirement.*

*Michael Dhillon, Bindi, Macedon Ranges, Victoria*

*Apart from being a very nice bunch, I was particularly impressed with the range of wine professionals that your trip attracted.*

*There were representatives of every sector, from sommeliers through to Journalists. Coupled with the array of nationalities represented, it provided a fantastic insight to the different attitudes and demands of their respective markets. Hopefully we did our little bit in proving that Australia is not one homogenous tipple.*

*Already looking forward to the next JBT visit in 2012.*

*Best Regards*

*Marty Edwards, The Lane, Adelaide Hills, South Australia*

*Great tasting, wonderful feedback, thoroughly enjoyable. It's a pretty rare thing to get a room full of people with that level of passion and interest in learning more about Australian wine. That they're from the UK, the US, India, Latvia and Sweden makes it even more amazing. To hear about the respective wine markets and trends in those countries while (trying to) change some opinions about Australian wine and the diversity of style in our market makes it a rare opportunity.*

*I occupy a very small part of the Australian wine industry in a big country with massive diversity half a world away from where these guys live and work. To be able to sit them down and show them my wines first hand and tell them how/where/why the wine is made is invaluable.*

*Luke Lambert, Luke Lambert Wines, Yarra Valley, Victoria*

*Tim, I think it's good to have the spirit of wine flights being revived. The importance of getting and keeping the gatekeepers onside is as important as ever. One of the important aspects was that of the group only a few had visited Australia before. The fact that you allowed plenty of time for a leisurely visit, rather than rushing in and out, was fantastic.*

*Cheers, David Le Mere MW, Shaw + Smith, Adelaide Hills, South Australia*

*We greatly enjoyed our visit and time spent with the group from James Busby Travel. The energy and enthusiasm in the way the group tasted and toured through the vineyards, cellar door and old cellars was infectious and pleasing. The tour members were attentive and knowledgeable and it was good to see the 'next generation' of wine professionals given a chance to see what quality family owned estate wineries in Australia can produce. If they can tell and re-tell these anecdotes and stories to the trade and consumers back in the U.K. this is such a valuable tool for the whole of Australian wine.*

*Jonathan Mogg, Marketing Director, Bests, Great Western, Victoria*

*This was a highly motivated group, led well by Tim Wildman MW and we were pleased to have been involved.*

*I consider this type of visit to be enormously valuable. The participants gain an understanding of our regions and wines way beyond what is possible*

*by us visiting them in the UK.*

*Thanks Tim,*

*Cheers,*

*Drew Noon MW, Noon Wines, McLaren Vale, South Australia*

*No matter how creative the words, how vivid the photo or how poetic the story teller, nothing compares to actually visiting a winery. We do things in a unique way at d'Arenberg. Our vineyards are minimal input with no fertilization, no herbicides, no cultivation and minimal or no irrigation. In the winery we basket press our reds and whites, use headed down open fermenters and foot tread our red ferments - it's all very traditional. We can't expect a sommelier in a London restaurant to understand what that means, why we do it and how it translates to what's in the glass unless we are willing to bring them here and show them.*

*The James Busby Travel group are just the sort of people that we need to show because we need dedicated life-long advocates of fine Australian wine with a true belief in what we are all about.*

*Chester Osborn, Chief Winemaker and Viticulturist, d'Arenberg, McLaren Vale, South Australia*

*Was great to have the crew through and we felt the day went well with the four wineries participating.*

*A very happy and friendly group which exhibited a lot of intelligence, curiosity and knowledge about our wines.*

*Very worthwhile exercise with your group leaving with what we thought were strong impressions and memories of Clare. We see this as completely desirable as if our region is in their minds then the rest will naturally follow. We are more than happy with the day and love your plans to maintain contact with the group during their "wine" life.*

*Also very pleased to see that they were a normal group who wanted and loved the palate cleansing beer at the end.*

*Keep it up and looking forward to next time.*

*Cheers*

*Neil Paulett*

*Winemaker/ Owner, Pauletts, Clare Valley, South Australia*