



MEDIA RELEASE

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WINE REGION TOASTS TO RECOGNITION

In recognition of World Tourism Day - September 27 - McLaren Vale producers are toasting to the region's collective achievements following a recent suite of tourism awards.

Chapel Hill and Coriole were named winners in the 2018 South Australian Best of Wine Tourism Awards. The awards program is a part of Adelaide's membership in the Great Wine Capitals Global Network, recognising leadership, innovation and excellence in wine tourism.

From more than 30 submissions across South Australia's 18 wine regions, Chapel Hill won in the architecture and landscape category while Coriole won arts and culture.

The winners of the South Australian awards program may now be selected for inclusion in the International Best of Wine Tourism Awards, held in Chile in November.

CEO and Chief Winemaker, Michael Fragos, credits the united efforts of the Chapel Hill team in continuing the dream and vision of Chapel Hill Founder, Tom Nelson.

"The team from Chapel Hill have all contributed to continuing our founder Tom Nelson's dream and vision for the little derelict Chapel on top of the hill. We are proud to be one of the regions premier tourism destinations and will continue to improve and innovate to ensure we continue to contribute to the success of the McLaren Vale wine region," said Mr Fragos.

Locally, Doc Adams' new cellar door was hailed 'Cellar Door of the Year' as part of the 2017 Kaleidoscopic Travel McLaren Vale Cellar Door of the Year Awards, recognising that exceptional wine and regional knowledge and service is a result of teamwork.

Doc Adams Managing Director, Adam Jacobs is honoured to be recognised by his peers.

"It is a magnificent honour and privilege to be awarded 'Cellar Door of the Year' and we will continue to passionately promote the region as we host our valued domestic and international customers," said Mr Adams.

McLaren Vale Cellar Door Committee Co-Chair, David Graham believes the annual awards reflect the true nature of exceptional cellar door service to the many thousands of wine tourism visitors to McLaren Vale.

"The 2017 Kaleidoscopic Travel Cellar Door of the Year Awards is McLaren Vale's way of recognising the enormous effort and commitment our Cellar Door staff showcase on a daily basis - not only to promote their wines, but the region as a whole," said Mr Graham

"Congratulations to Doc Adams on taking out the 2017 Cellar Door of the Year it certainly was very close competition and very well deserved."

Along with Doc Adams, four individual cellar door staff were awarded 'Stars of the Region' titles, including Dani Gaggl and Jon Overcash from Coriole, Anna Mangan from Kangarilla Road and Lin Fischer from Doc Adams.

McLaren Vale Grape Wine & Tourism Association General Manager, Jennifer Lynch notes the importance in recognising businesses and individuals that support the enhancement of McLaren Vale's tourism offering.

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“McLaren Vale’s reputation in producing premium wine and providing exceptional wine tourism experiences continues to grow and develop – it’s an exciting time,” said Ms Lynch.

“The wine tourism industry is crucial for our economic growth and creating jobs in our region as well as enhancing the state’s premium wine reputation in international markets and amongst key industry stakeholders, across the globe.”

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