



SCHUBERT WINES PRESS RELEASE 8th September 2010

Schubert Wines from New Zealand was awarded the INTERNATIONAL WINE CHALLENGE 2010 SUSTAINABLE TROPHY in London.



As part of the INTERNATIONAL WINE CHALLENGE'S **Planet Earth Awards** the 2008 Schubert Pinot Noir Block B was awarded the **IWC SUSTAINABLE TROPHY** at last night's IWC 2010 Awards dinner in London. "This is a fantastic accomplishment", says proprietor & winemaker Kai Schubert, "that not only the quality of our wine but also our efforts for organic practice in our vineyards and the winery were awarded. After last week's huge success at the Decanter World Wine Awards with the International Pinot Noir Trophy and now the IWC Trophy for Sustainability we feel overjoyed".

The IWC Planet Earth awards have been introduced to reflect an important trend in consumer demand, as well as rewarding those who not only excel but also put the planet at the heart of their wine making activity.

The International Wine Challenge brings together many of the most important people in the wine world. Four chairmen, each of them leaders in their field, have been at the helm for this year's IWC. Between them, they taste every single medal-winning wine, ensuring that only the best succeed. They are: Tim Atkin MW, Charles Metcalfe, Sam Harrop MW, Derek Smedley MW. For 2010 the International Guest Co-Chairman was Victor de la Serna.

Before being awarded with the **IWC Sustainable Trophy** Schubert Wines 2008 Pinot Noir Block B had also received the **IWC Trophy for best New Zealand Pinot Noir** as well as the **IWC Trophy for best Wairarapa Pinot Noir**. Schubert Wines 2008 Pinot Noir Marion's Vineyard had also been very successful by achieving a Gold Medal at IWC 2010. Please also see www.internationalwinechallenge.com

About Schubert Wines:

SCHUBERT WINES was established in 1998 by Kai Schubert and Marion Deimling, both Geisenheim University Viticulture & Oenology graduates. Having worked with winemakers like Erni Loosen of Dr. Loosen Estate, Bernkastel in Germany as well as in various vineyards across the world, their dream had always been to establish their own Pinot Noir-vineyard. They worked and searched in regions like Oregon, California, Australia and parts of Europe, but New Zealand's Wairarapa region in the southern part of the North Island was the most interesting area to them. After examining some 100 properties in New Zealand they always returned to the Wairarapa region where they found two ideal sites, which were purchased in 1998. With one small vineyard already planted they developed the bigger site with vines in 1999 and 2000. Schubert's vineyards are closely planted in the traditional, European style and the unique climate produces low yields and internationally award winning wines with intense and complex character. Schubert Wines are predominantly exported into currently 25 countries.

For more information please contact Kai Schubert at kai@schubert.co.nz or visit www.schubert.co.nz