



SCHUBERT

Schubert Wines Press Release September 2010

Schubert Wines from Martinborough New Zealand
wins
2010 Sustainable Trophy
at
International Wine challenge 2010 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 Marion's Vineyard Pinot Noir had also been very successful by achieving a

Gold Medal at IWC 2010.

Please also see www.internationalwinechallenge.com