

## **LANZ Vineyards, Barossa Valley, Shines in China !**

Breaking news for **LANZ Vineyards** who has just been awarded with important medals at the biggest and most prestigious wine and spirits competition in China, the CWSA: **Double Gold, plus two Gold, one Silver and two Bronze**



.....and the winner of **LANZ Vineyards** wines is....

**DOUBLE GOLD: THE GRAND Reserve Shiraz 2012**  
**GOLD : SCENIC ROAD Shiraz 2011**  
**GOLD: SCENIC ROAD Shiraz 2012**  
**SILVER: THE WILD Chardonnay 2011**  
**BRONZE: THE CLUB GSM 2011**  
**BRONZE: THE CLUB GSM 2012**

*'It's very important for us to be recognised as a winner at the CWSA as the most important brands in the world send samples to Hong Kong for these blind tastings and it is the absolute highest level of competition. This drives us to be even more determined for our production to be the very best.'* revealed Marianne Herren Lanz, Owner and Marketing director of LANZ Vineyards.

China is increasingly enjoying 'wine mania' - and is expected to import a further 50% more international wine in the next three years, according to the National Australian Bank. Famous brands that performed well alongside **LANZ Vineyards** include Diageo's Ian Macleod from Scotland; Chateau Tanunda, Jacob's Creek, Wolf Blass, Taylor's from Australia; Saint Clair Family Estate, Oyster Bay, Waipara Hills from New Zealand; Camus, Châteaux de Lastours, Remy Cointreau, La Cave du Marmandais from France; Citra Vini Consortium from Italy and China's own Qingdao Great River Hill Winery.

CWSA Judges are known as the 'powerhouse' of decision making in Hong Kong and China and include the most influential Distributors, Importers, Hoteliers and Sommeliers. Judges from across China share their prized knowledge - both highly

regarded Chinese nationals and Foreigners now based permanently in China originally from France, Spain, Australia and Portugal. They travel far and wide from fast growing urban centres including Beijing, Shanghai, Xiamen, Hangzhou, Shenzhen, Taiwan and Hong Kong.

It is crucial that the CWSA Judges are buyers and based in China as they represent the market - especially as Asia becomes more significant in world's wine industry.

When importers see CWSA medals on bottles, it gives confidence the products will serve the China market: CWSA Medals are a must have for the Chinese market.

*'The **LANZ Vineyards** team has worked hard to make these products enjoyable for buyers and consumers and we now are displaying our CWSA medals on the bottles to stand out and shine',* says Marianne Herren Lanz.

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Full results on <http://www.cwsa.org/cwsa-2014-results/>

For further images see link here:

<http://www.cwsa.org/medal-and-press-images-2/>