



CRITTENDEN ESTATE®

MORNINGTON PENINSULA FAMILY WINEMAKERS

GLOBAL RECOGNITION FOR CRITTENDEN FAMILY'S FOCUS ON SUSTAINABILITY AND WINE EXCELLENCE

Crittenden Estate tops an international line-up in Sustainable Winegrowing Competition

MEDIA INFORMATION:

December 3, 2019 Dromana, Mornington Peninsula – Mornington Peninsula-based family owned winery Crittenden Estate has received one of the world's most significant awards recognising outstanding sustainable growing practices and wine quality.

Crittenden Estate was named as the overall "platinum" winner of the **2020 BRIT/FIVS International Sustainable Winegrowing Competition**, chosen in first place amongst a high calibre field of sustainability-minded wine producers from around the world.

The BRIT/FIVS International Sustainable Winegrowing Competition is jointly run by the Botanical Research Institute of Texas and FIVS, a Paris-based international federation of sustainability-minded wine organisations.

The competition recognises wine producers taking a leading role in developing and implementing sustainable practices, while building strong connections with their communities and sharing their learnings across the wider wine sector. Entries are submitted annually from many wine producing countries in both the Northern and Southern hemispheres.

As part of the award requirements, Crittenden Estate submitted its highly acclaimed 2017 Cri de Coeur Pinot Noir to the judging panel to illustrate the results of their commitment to, and innovation in, sustainable wine growing practices.

BRIT's President and Executive Director, Dr. Ed Schneider praised their efforts and the winning Cri de Coeur, stating that "the combination of sustainable programs with the family's love of the land has produced a wine that is truly outstanding".

Nine international finalists vied for the top award, with runners up including South Australia's Henschke Wines, Santa Rosa California's Jackson Family Wines and Portugal's Herdade dos Grous.

Since first planting vines at Dromana in 1982, the Crittendens have seldom been far from the forefront of Australian wine, helping to

pioneer the Mornington Peninsula wine industry and later introducing new varieties of Italian and Spanish origin to Australian palates.

The past decade have seen Crittenden Estate embrace new ways of caring for their soil, including the abandonment of all chemicals in favour of an innovative program of inter row cropping of peas and oats and a 12-month composting regime that has led to significant improvements in soil health.

Other recent projects include the introduction of bees for the pollination of desirable fruiting trees, reducing greenhouse emissions as well as energy costs by 60 percent with the installation of solar panels, and water reclamation reuse through the property's water treatment plant.

"As a family business we are focused on taking positive actions today to create a more sustainable platform for our vines to continue providing the fruit that we, and hopefully future family generations, can turn in to exemplary wine for years to come", Rollo Crittenden said.

"To win such a prestigious international award, particularly given the calibre of our fellow entrants is humbling; We are truly passionate about our sustainability and committed to regenerative programmes. There is no doubt these efforts are contributing to an increase in the quality of our wines, which is really rewarding. We will continue to push harder with our land care and wine advances for future generations", Crittenden added.

A member of the Crittenden family will travel to Ft Worth, Texas in January for the BRIT/FIVS award ceremony and to bring the prestigious glass trophy home to the family estate on the Mornington Peninsula.

Read official Botanical Research Institute of Texas press release http://www.crittendenwines.com.au/assets/client/File/Reviews/2020_BRIT_FIVS_Winners_news_release.pdf



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ABOUT CRITTENDEN ESTATE:

Garry and Margaret Crittenden established Dromana Estate in Harrison's Road, Dromana in 1982 and were at the spearhead of the early Mornington Peninsula wine industry. Later reinvented as Crittenden Estate, the family property is now managed by son Rollo Crittenden, the second generation winemaker. Chardonnay and Pinot Noir are specialities but, as has been part of their winemaking history, alternative variety ranges Los Hermanos (Iberian varieties), Pinocchio (Italian varieties) and Geppetto (French varieties) are also part of the range. www.crittendenwines.com.au

ABOUT CRI DE COEUR:

Part of the Estate Range of French varieties that highlight the Mornington Peninsula's position as a leading chardonnay and pinot noir growing region, Cri de Coeur is made from the finest parcels of fruit from the estate's vineyard in any given vintage and has an increased reliance on whole bunch fermentation to build structure. Translating "Cry of the Heart" wine benefits from the region's maritime climate and the family's commitment to sustainable farming practices.

ABOUT THE BRIT/FIVS AWARD:

The annual International Sustainable Winegrowing competition is run in joint partnership between The Botanical Research Institute of Texas (BRIT) and FIVS, a global public policy NGO serving the wine, spirits and beer sectors. Competition for this year's award began in May 2019, when wineries around the world submitted applications documenting their sustainable programs relating to environmental, economic, and social aspects of grape growing and wine production, along with samples of their wine for tasting by the judging panel. Because the BRIT.FIVS award is the only international award of its kind, it is of primary interest to wineries which care deeply about the environment and are taking a leading role in their community/region/country by implementing sustainable practices.

ABOUT THE BOTANICAL RESEARCH INSTITUTE OF TEXAS (BRIT) :

BRIT is a nonprofit, international research and education organisation that collects and safeguards plant specimens, studies and protects living plants, and teaches about the importance of conservation and biodiversity to the world. www.brit.org

ABOUT FIVS:

FIVS is a global organisation designed to serve the wine, spirits and beer sectors from around the world on public policy issues. Its members include producers, distributors, importers, exporters, and trade associations. FIVS works towards creating a successful global alcohol beverage sector, operating on the principles of economic, social, and environmental sustainability, focusing on consumer interest, and operating in a climate free from trade-distorted factors of all kinds. FIVS has its headquarters in Paris, France. Its members are based around the world. www.fivs.org