

# PRESS RELEASE

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## WHITE WINE KNIGHT, NEW CHAMPION OF REAL AUSSIE WINE EMERGES

Australian wine auctioneer sees a resurgence in US demand for fine Australian wines on the back of influential critics current tour around Australia

ADELAIDE, AUSTRALIA – October 27, 2011 -- Wine auctioneer Mark Wickman of Wickmans Fine Auctions is expecting a resurgence in demand for quality Australian wines in the wake of visiting US wine critic James Suckling.

"Suckling is one of the worlds most influential wine critics and until recently has been generally dismissed by the Australian wine community" Wickman said.

In the past, the bull market for Australia's premier wines was largely fuelled by US wine critic Robert Parker. A single stroke of his pen could cause such a huge demand for a wine that the asking price on the secondary market would go from \$80 to \$1000 before you could pull the cork.

But then Parkers influence over Australian wine began to wane when he handed off his tasting duties to an underling. Without an influential champion, the demand for fine Australian wines from the USA fell by the wayside and were left with a stigma of being over-oaked, jammy, alcoholic monsters that has been difficult to shake off until now.

Only recently, US wine critic James Suckling's general opinion of Australian wine was anything but favourable, and was met with indifference and often downright hostility by a majority of the Australian wine community. Suckling turned that around and earned a great deal of respect and a rethink after a good natured response to a parody of himself and Robert Parker in Aussie wine bloggers RedBrown YouTube video that went viral in a month.

Suckling is currently on tour around the Australian wine regions and making quite a stir with his twitter posts about #realaussiewine that seem to suggest a fresh wave of positive and upbeat opinion may be due to make the rounds in the States. If this occurs and we find ourselves with a new champion, the potential to breath fresh life back into the Australian fine wine industry may only be a 100 points away.

Historically there has never be any doubt about the greatness of Australian wine, and the wines in Wickmans current wine auction, that closes this Monday the 31st of October, features many of these legendary and unique Australian wines, including 1994 Hill of Grace, served to the queen in her recent visit, rare vintages of Penfolds Grange and other Penfolds special bin numbers including the world famous 1962 bin 60a which has been Listed alongside 1945 Chateau Mouton Rothschild, 1961 Chateau Latour and 1959 Domaine Romanee Conti Richebourg by Decanter magazine as one of the greatest ever wines to try before you die.

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Visit Wickman's online at [www.wickman.net.au](http://www.wickman.net.au)

**Notes for Editors:**

*About Wickman Fine Wine Auctions;*

Distinguished by innovation and driven by passion, Wickman's Fine Wine Auctions has been a lively and profitable meeting ground for wine buyers and sellers since 2003. A family business based in South Australia, Wickman's prides itself on its position as a reliable resource with a well-spring of extraordinary values and opportunities.

Over the years, Wickman's has continued to launch unique initiatives in an attempt to set the company apart from traditional online wine auction websites, introducing guaranteed provenance into Australian wine auctions and holding regular wine tasting events and dinners for its members.

Websites Mentioned

- **Wickman's Fine Wine Auctions Website:** [www.wickman.net.au](http://www.wickman.net.au)
- **RedBrown Video:** <http://www.youtube.com/watch?v=9IIVGuCPZOc>
- **James Suckling Twitter Link:** [twitter.com/JamesSuckling](https://twitter.com/JamesSuckling)
- **Twitter Link:** [twitter.com/WickWine](https://twitter.com/WickWine)