



**wine**sense: A wine evaluation and appraisal service designed by Wine Network Consulting, to provide rapid feedback to wine producers and suppliers on the quality and marketability of their wines.

Our tasting panel consists of winemakers, wine judges and other wine professionals, with proven experience and ability to assist others in improving wine quality and marketability.

We provide a practical and independent appraisal of wines with useful feedback that aims to help winemakers make better wine. Our experience in show judging has proved to us that not all wines are free from faults. In some cases, producers are too close to their wines to see these problems clearly.

For each wine tasted, we provide:

- A rating out of 20, using the standard Australian show scoring system;
- Detailed comments and tasting notes;
- A price-point indication, advising producers of the panel's view on the wine's market position;
- Constructive comments for improving the wine or rectifying any problems that we notice;
- An opportunity to speak with one of our consultants.

This service is available at a cost similar to entry in a national wine show.

Producers (or suppliers) receive a written response within ten days of sample receipt and can be assured of a rigorous and independent approach to the appraisal. All wines are tasted 'blind' in an open tasting, under strictly controlled conditions.

**wine**sense: An excellent opportunity for an impartial evaluation of wines.

It is ideal for, and is regularly used by:

- Winemakers seeking preliminary assessment of show sample blends;
- Producers looking for "a second opinion";
- Importers seeking opinions on market suitability of foreign samples;
- Distributors requiring quality assessment of potential client wines;
- Disputing parties seeking independent expert assessment in cases of differing wine style or quality expectations.

## Getting **wine**sense to work for you

1. Select the samples you wish to submit.
2. If the tasting is to be completely anonymous, please state this on your coding form, or if possible remove all commercial or other identifying labels.
3. Complete the Application Form.
4. Complete the Code Form provided. Please ensure you include all information you wish to disclose to the tasting panel.
5. Email or post all completed forms back to us.
6. Send samples to the address provided either by post or other delivery method.

**Your payment will then be processed and a tasting date scheduled.  
A Wine Appraisal Report will then be forwarded to you by one of our Consultants.**



## Application Form

COMPANY \_\_\_\_\_

CONTACT \_\_\_\_\_ PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_

ADDRESS \_\_\_\_\_

1. A tasting date will then be scheduled by our Consultants.

| SCHEDULE OF FEES (including GST) |                   |
|----------------------------------|-------------------|
| 1 wine sample                    | \$99              |
| 2 wine samples                   | \$185             |
| 3 wine samples                   | \$260             |
| 4 wine samples                   | \$320             |
| 5 or more wine samples           | \$70 each         |
| 20+ wine samples                 | Please contact us |

Enquiries:  
03 5962 2427  
winenet@winenet.com.au

### PAYMENT OPTIONS – PLEASE DO NOT SEND CASH

|                                 |                                     |                               |
|---------------------------------|-------------------------------------|-------------------------------|
| <input type="checkbox"/> Cheque | <input type="checkbox"/> Mastercard | <input type="checkbox"/> Visa |
|---------------------------------|-------------------------------------|-------------------------------|

Card No. \_\_\_\_\_ Expiry Date \_\_\_\_\_

Name of Cardholder: \_\_\_\_\_

Signature of Cardholder: \_\_\_\_\_

Enclosed is my cheque for \$ \_\_\_\_\_ payable to Wine Network Consulting P/L.

Alternatively, electronic transfer may be made to our business bank account:

**Wine Network Consulting Pty Ltd**  
**National Australia Bank**  
**BSB 083:166 Acct 53 264 7390**

## Coding Form



Company: \_\_\_\_\_

Contact: \_\_\_\_\_

Telephone: \_\_\_\_\_

Please provide information that will enable us to identify your wine including vintage, variety or blend and region in the spaces provided below. This information may help the tasting panel to form a better assessment of the sample's price point and market position.

**Please send this form with your samples to: Unit 4 / 5-7 Green Street Healesville VIC 3777 Australia.**

|     |                      | OPTIONAL INFORMATION |                  |           |                               |
|-----|----------------------|----------------------|------------------|-----------|-------------------------------|
| No. | Sample code / number | Vintage              | Variety or blend | GI region | Other information or comments |
| 1   |                      |                      |                  |           |                               |
| 2   |                      |                      |                  |           |                               |
| 3   |                      |                      |                  |           |                               |
| 4   |                      |                      |                  |           |                               |
| 5   |                      |                      |                  |           |                               |
| 6   |                      |                      |                  |           |                               |

## Coding Form Example

Company: Matthews Winery

Contact: Sarah Matthews

Telephone: 03 9819 6544

Please provide information that will enable us to identify your including vintage, variety or blend and region in the spaces provided below. This information may help the tasting panel to form a better assessment of the sample's price point and market position.

**Please send this form with your samples to: Unit 4 / 5-7 Green Street Healesville VIC 3777 Australia.**

| No. | Sample code / number | Vintage | Variety or blend   | OPTIONAL INFORMATION |  |
|-----|----------------------|---------|--------------------|----------------------|--|
|     |                      |         |                    | GI region            | Other information or comments          |
| 1   | Blend A              | 2001    | Shiraz             | Victoria             | Alc: 14.55% V.A.: .81 g/L TA: 6.38 g/L |
| 2   | Blend B              | 2001    | Shiraz             | Victoria             | Alc: 14.55% V.A.: .74 g/L TA: 6.60 g/L |
| 3   | C                    | 2001    | Cabernet Sauvignon | Victoria             |  |
| 4   | D                    | 2002    | Pinot Noir         | Victoria             |  |
| 5   | E                    | 2001    | Shiraz             | Victoria             |  |
| 6   |                      |         |                    |                      |  |

## Wine Appraisal Report Example

**Client:** Matthews Winery

**Sample:** 05

**Date:** 27 March 2010

**Details:**

**Region**

Victoria

**Variety**

Shiraz

**Vintage**

2001

**Tasting Summary:**

Colour / Appearance

**Dark red/purple, strong and deep**

Nose

**Spicy, ripe plum and chocolate with attractive smoky oak**

Palate

**Medium to full bodied, rich and ripe with hint of stewed/herbal fruit. Palate shows fruit concentration with hard acidity  
Some clumsiness/hotness on finish detracts from overall balance.**

Marketability

**Popular style that should sell for mid to high \$20's. Some fine-tuning to "soften" and balance will increase value**

**Score:**

**16.0**

## ***Definition of tasting scores***

The wine was scored on the 20 point scale used in judging at all Australian Wine Shows.

| <b>Score</b> | <b>Comments</b>  | <b>Wine Show Awards</b> |
|--------------|--|-------------------------|
| less than 13 | Poor or faulty wine, not of commercial standard. Could include wines affected by cork taint.                                     | Nil                     |
| 13 - 15.4    | Wine without obvious faults and of commercial standard, but lacking sufficient flavour or varietal character to rate more highly | Nil                     |
| 15.5 - 16.9  | Well made wine showing good flavour and some varietal or developed characters in keeping with its style category                 | Bronze                  |
| 17.0 - 18.4  | High quality wine showing distinctive varietal or developed characters in good balance.  | Silver                  |
| 18.5 - 20    | Outstanding wine of intense flavour, complexity, character and balance, exemplary in its style category                          | Gold                    |