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EVANS & TATE'S CHARDONNAY PROJECT RECEIVES A BOOST

In 2002 a review of Evans & Tate's business strategy reinforced the Company's commitment to the pursuit of quality excellence as a cornerstone of its product and brand marketing strategy. As a consequence, the wine-making team at Evans & Tate was challenged to examine opportunities to set new benchmarks for quality across its regionally diverse product portfolio.

As a first step in this program, in November 2002 Evans and Tate Limited announced its intention to undertake a 5 year project to develop a truly icon Margaret River Chardonnay.

The proposed Chardonnay Project would apply a research driven methodology to identifying the specific plant, soil, growing and production variables that could be combined to produce Australia's best chardonnay from Margaret River.

Evans & Tate is pleased to announce that funding for this project has been received from the Federal Government as part of the second round of the Australian Research Council's Linkage-Projects 2003 ("ARC").

The ARC provided a total of \$47.5 million for 261 projects across Australia including \$500,000 over three years for Evans & Tate's Chardonnay Project.

The Evans & Tate project is being undertaken in conjunction with The University of Western Australia and the Chemistry Centre (WA) who will conduct field trials and conduct collaborative research throughout the project.

Evans & Tate Chairman & Chief Executive, Franklin Tate said "We were thrilled that we were able to secure ARC commitment for this initiative. The funding will provide a huge boost to the oenology and viticultural research possibilities as well as enabling us to place three postgraduate students in the research team."

Notwithstanding that the research and development grant has only just been made, a pilot project has already begun with the collation of data for extensive analysis from the current season.

Eleven vineyards are being monitored for phenology and climate, harvest data is being recorded and collected and soil moisture monitoring devices have been established. The flavour chemistry partners, Selwyn Viticultural Services, Chemistry Centre (WA), The University of Western Australia and Evans & Tate have been collecting, freezing and storing samples for analysis and preparing micro-scale wine for further sensory evaluation.

Mr Franklin Tate, concluded, "We are excited that the funding has been received because it highlights the importance of the project for the Margaret River wine industry. The funding will enable Evans & Tate to continue to pursue its best practice objectives and ensure the project can reach its full potential. The results from the Chardonnay Project will benefit all Margaret River producers by continuing to extend recognition for the region in global markets".

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