

# ED CARR

## GROUP SPARKLING WINEMAKER

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### HOUSE OF ARRAS - ACCOLADE WINES

Ed Carr is Australia's most decorated sparkling winemaker with 34 years experience in the Australian wine industry - 27 of these involved with sparkling wine production.

Ed began his career in 1977 with the Wynn Wine Growers Group as a Microbiologist, based at the Glenloth winery in Reynella. He was appointed Assistant Winemaker in 1984. In 1986, Ed relocated to Nuriootpa and was appointed the Seaview Sparkling winemaker, managing the on-site Traditional Method Cellars in the Barossa Valley, and advancing to the position of Group Sparkling Winemaker in 1988.

Ed remained in the Barossa Valley until his move to BRL Hardy (now Accolade wines) in 1994, where he continues as Group Sparkling Winemaker.

When joining Accolade Wines in 1994, Ed's brief was to establish the company as Australia's leading sparkling wine producer with a portfolio of products that covered all market segments from the best expression of cold climate sparkling to affordable commercial styles.

This gave Ed the opportunity to create his own "house" style across a broad range of diverse regional and branded products.

In the seventeen years since joining the group, Ed's results are showing his foresight and extraordinary talent with sparkling wine.

Over recent years in Australian capital city wine shows, Ed's wines have won an unprecedented 21 consecutive "Best Sparkling Wine of Show" trophies.

Since 1994, Ed and his sparkling winemaking team have collected over 120 trophies, and over 2,300 awards on the wine show circuit.

In February 2005, Ed was awarded the Graham Thorp Memorial Scholarship at the Royal Sydney Royal Wine Show. This recognises the winemaker of the Best Sparkling White Wine in Show and grants them an all-expenses paid trip to work at the internationally-renowned House of Bollinger, France, during vintage for two weeks.

More recently in 2011, Ed was awarded the impressive title of 'Winemaker of the Year' at the prestigious Gourmet Traveller WINE magazine awards. Judging for this concentrates on individuals whose hard work, commitment, individuality and inspiration has recently resulted in creating exceptional, world-class wines.

Ed and his team are now responsible for a range of wines, from the cold climate premium and prestige cuvées through to the popular labels such as Omni, Hardys Sir James and Banrock Station.

It was Ed's foresight and firm belief in the potential of Tasmania as Australia's best sparkling fruit resource that was the driving force behind the company's 1995 decision to produce Tasmanian prestige cuvée, evolving into the House of Arras range. December 2002 marked the exciting release of the 1998 Arras - the first vintage made from 100% Tasmanian fruit.

Under Ed's guidance, Tasmania's potential was realised, and in 2001 Accolade Wines (formerly Hardy Wine Company) established the Bay of Fires winery for the production of premium cold climate sparkling and table wines.

Ed firmly believes that the stand-out Australian regions for premium sparkling are Tasmania and the Upper Yarra Valley - and the premium end of the Australian industry has the potential to rival many non-vintage, and some vintage Champagnes.

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