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### **Wine drinkers can expect a high Noon showdown**

Wine auctioneer Mark Wickman expects the value of legendary Australian cult wine Noon, to be in hot demand before the year is out

Adelaide, Australia, 29th November 2005 -- Does McLaren Vale's Noon Winery deserve cult status? Just ask the people who are patiently waiting for their chance to join the winery's mailing list. According to Mark Wickman of Wickman's Fine Wine Auctions, membership to the Noon mailing list is so coveted that even just 'making' it onto the mailing list's 'waiting list' is worth writing home about.

"The cellar door is only open for a few weekends a year and for those who aren't on the mailing list, this is the only opportunity they'll have to purchase Noon wines at cellar door prices," Wickman said. "With secondary market prices historically peaking at around the \$170 mark per bottle, it's easy to see why some people will line up as early as two hours before opening for the chance to get their hands on these wines for the cellar door price of \$25."

When the cellar door opened earlier this month, even before the first customer was served, Noon had already sold out of both its newly-released Twelve Bells and signature high-alcohol Solaire wines, leaving hopefuls with a strictly limited number of bottles they could take away. Wickman believes that this imbalance in supply versus demand combined with Noon's reputation would ensure the winery's continued strong showing on the secondary market.

Wickman was surprised last month when influential global wine critic, Robert Parker Junior, scored the previous vintage's (2003) wines – considered to be a lesser vintage by many in Australia – at levels on par with the renowned 2002 wines.

With that in mind Wickman suggested that after his recent tasting at cellar door, the 2004 wines would attract values equal to – if not higher than – the 2002 wines.

"Considering the huge demand for Noon in Australia and around the world I would value the Reserve Shiraz at a minimum of \$120, the Reserve Cabernet Sauvignon at \$90 and the Eclipse at \$60," Wickman said.

Wickman's Fine Wine Auctions will be holding a fine wine auction in January 2006 and welcomes expressions of interest from potential buyers and those interested in submitting wine to be sold.

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