



A Glorious New Vineyard

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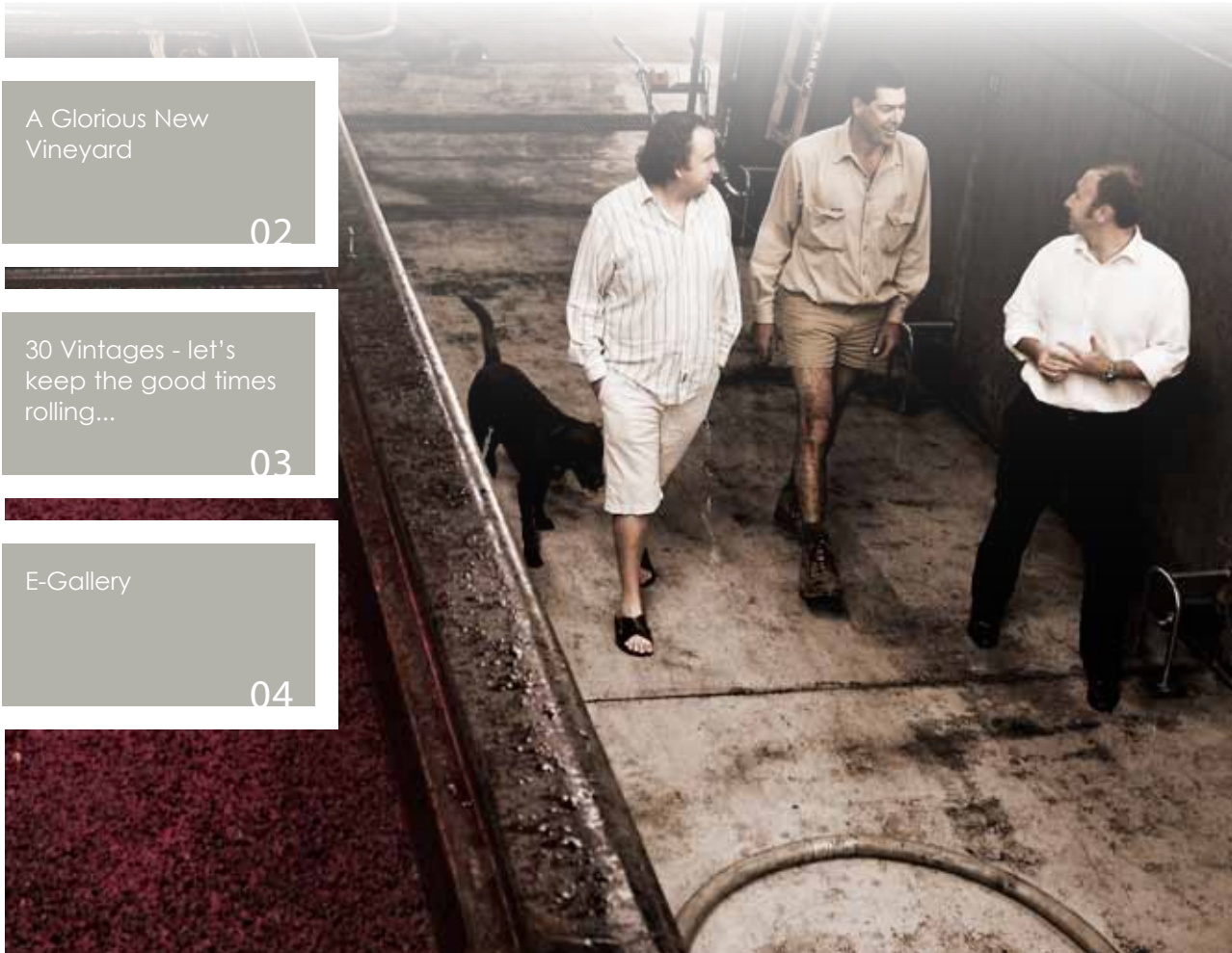
30 Vintages - let's keep the good times rolling...

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Elderton BUZZ

30 years of thanks

AS MANY OF YOU ARE AWARE, 2011 MARKS THE 30TH VINTAGE OF ELDERTON WINES.

We have been celebrating this rare feat all over the world, since completing vintage, with old and new friends, locals and visitors, with buyers, drinkers and press, and with anyone who generally likes to hear a 'good news' story.

Of late, we have also been helped in telling this story by some of our good friends in the press, including great feature stories from James Halliday in The Weekend Australian, Jeni Port

in The Age, Ray Jordan in The West Australian, John Fordham in the Sydney Sunday Mail and Dave Brookes on Barossa Dirt (all of which can be found at www.eldertonwines.com.au/news/).

The major theme of these articles has been how the Ashmead family, and Elderton Wines, has triumphed over adversity to become one of Australia's great winemaking families. Each article has a great individual angle, which builds on the tapestry of who we are and what we represent.

In celebrating our 30th year, it is

comforting to know that we have a great number of supporters, from all walks of life. There are many people who have helped our small family business in a multitude of ways. It is these people that have ensured that the Ashmead family, and everyone at Elderton, has enjoyed success.

It is for this reason that we here at Elderton would like to charge our glasses and raise a toast to you.

Thank you for your support; it is truly appreciated.

A glorious new vineyard

IT IS NO SECRET THAT THE WORLD OF WINE IS DOING IT TOUGH AT THE MOMENT...

With a global oversupply problem, tough economic conditions and a rapidly rising Aussie dollar, growers and makers have probably not seen things as hard since the vine pull scheme occurred in the early 80s.

It is during these sorts of times where you can really see those committed to the cause versus the 'pretenders' who have only been there for the good times. Elderton began its winemaking life in some of the most horrible conditions that one could imagine – yet through hard work, belief and an absolute commitment to quality, the Ashmead family has managed to succeed.

Whilst others are falling by the wayside, Elderton is heavily investing in vineyard maintenance and winemaking practice, believing that at the end of the day it will be quality that will ring true. Late in 2010 the



Ashmead's also purchased one of the Barossa's most phenomenal vineyards (which they had been coveting for many years) and should stand them in very good stead for the future.

The Helbig Vineyard in Greenock is on some of Western Barossa's best soils and has supplied fruit to some of the Valley's greatest including Rockford, Three Rivers, Henschke and Penfolds. It is planted mainly with Shiraz (going back to 1915), but also has some 50 year old Grenache and Cabernet, some 100 year old Carignan vines and a smattering of Chardonnay and Semillon. Recently, a small patch of Mataro was also planted.

The Ashmead family are very excited by the prospects of this new vineyard and look forward to releasing a range of single vineyard wines from this site, which will further demonstrate the differences in terroir from the Nuriootpa Estate vineyard and the vineyard near the township of Craneford in the Eden Valley (purchased in 2007).

The first release of a wine from Greenock will be our 2011 Botrytis Semillon, which now makes Elderton a one hundred percent Barossa producer. Formerly having sourced these grapes from Griffith in NSW, we now have brought Barossa fruit into the fold and are very excited by the results of our trials in making this wine from our own vineyards.



Vineyard and winery update

The good news of this past year is that we can now comfortably announce that the drought is over and the vines have had a pretty solid drink to place them in good stead for the next couple of years.

Thus, the 2011 vintage was not the result we were looking for when celebrating 30 years of making wine at Elderton. In fact, it was probably the most difficult vintage we have seen to date, due to the excess of rain (not that we are complaining about it!).

Unfortunately however this means we will not be releasing a Command Shiraz from this vintage (the first time in 22 years that this decision has been made for quality reasons), nor will we be releasing the Ashmead Cabernet Sauvignon, Ode to Lorraine or Neil Ashmead Grand Tourer Shiraz. Whilst this fruit has been downgraded, the good news is that the quality of the Estate Shiraz and Cabernet are bolstered and are wines we think will look pretty smart when released in a year or two.

As Allister Ashmead said, 'It is during the tough vintages that the great wineries show what they are made of and we are not willing to compromise our values by releasing wines that do not meet our own standards.' It will mean, though, that the great wines of Elderton will be in short supply in the coming years.



30 Vintages - let's keep the good times rolling



We are going all out to celebrate Elderton's 30th vintage, which occurred earlier this year. As a final instalment to all the parties and dinners that we have hosted around the world, we will be opening the doors to our cellar to host a Masterclass on Saturday, 19 November at the home of Elderton, opening bottles from our current range and museum to showcase a wonderful 30 year history. The Masterclass is free to attend.

The following morning, Sunday, 20 November, we will be taking a few light-hearted swings at the Tanunda Pines Golf Course in the inaugural Elderton Masters & Commanders Cup, a 2-ball Ambrose competition, followed by a hearty lunch. Golf and lunch is \$100 per person.

We still have room to accommodate you on both days, so be sure to book your place with Jess or Tush at our Cellar Door as soon as you can. Call 08 8568 7878 for further enquiries or bookings.

Praise from Halliday

IN THE RECENTLY RELEASED AUSTRALIAN WINE COMPANION 2012 AND THE WEEKEND AUSTRALIAN MAGAZINE ON 3 SEPTEMBER, ELDERTON WAS AGAIN THE RECIPIENT OF SOME PRETTY TREMENDOUS REVIEWS COURTESY OF JAMES HALLIDAY.

The highlights of the reviews are:

- 96 points - 2008 **Ashmead** Cabernet Sauvignon
- 95 points - 2008 **Ode to Lorraine**
- 94 points - 2008 **Command** Shiraz (available March 2012)
- 94 points - 2009 **Ashmead** Cabernet Sauvignon (available soon)
- 92 points - 2009 **Neil Ashmead** Grand Tourer Shiraz
- 92 points - 2008 **Estate** Shiraz (sold out)
- 92 points - 2010 **Eden Valley** Shiraz

Probably the most pleasing aspect of these reviews, however, was that in the Australian Wine Companion 2012, Elderton was awarded ★★★★★ (the highest rating for a winery) for the first time, signalling that we are a winery of very high esteem which continues to make some of the country's greatest wines year in, year out.



Return of an old friend

Due to the Ashmead family's love of Mediterranean food being matched with their wines, Elderton has now sourced, from an Italian grower of olives in the Barossa Valley, a supply of beautiful olive oil. The 2011 Extra Virgin Olive Oil is available to purchase in 500mL bottles.

The olives are sourced from trees, dating back to the 1880s, that are scattered throughout Barossa Valley properties as windbreaks along fence lines. Harvest begins on the Valley floor in May. Yield is low at around 120L of oil per 1000kg of olives.

We have small amounts available for sale in Cellar Door, so make sure you grab one when you next come in to visit.

Aromas/flavours: Great finesse and elegancy, with intense aromas and flavours of ripe tomato, green apple, fig and tropical fruits with great balance of bitterness and pepper.

Uses: Dipping of crusty bread or drizzled over freshly made pastas, fish and mediterranean salads.



Gallery



Below: Deb Paoletti with her door prize from the 30 Vintages of Elderton Wines dinner held in July in the ACT.



The 'Cameron' branch of the Ashmead family holidayed at the snow this year - it was William's first visit to the ski fields!
 Above left: Angus with George the Snowman.
 Above right: Angus, Jules and William Ashmead - family holiday style!



Top: Visitors from Singapore enjoying Elderton hospitality.
 Above left: Sylvester and Cameron at the Chinese Swimming Club, Singapore.
 Above right: Riche, our main contact in Singapore, directing traffic whilst at lunch with Cameron.

Celebrating 30 Vintages of Elderton Wines in August 2011:
 Clockwise from top left: James Halliday tasting Command Shiraz during the museum tasting; the 'on location' current and future vintage tasting at the Greenock Vineyard; Jeni Port speaking with Allister; and the line up of impressive wines at the museum tasting.



Above: You know it's a bad day when... Our Vineyard Manager, Peter, and tractor bogged early on an October morning. It had rained around 40mm in the week prior to this mishap.



Celebrating 30 Vintages of Elderton in August 2011:
 Dave Brookes (blogs at <http://vinofreakism.com>), Elderton Winemaker Richard Langford and Ken Gargett (Qld based wine writer) enjoying one of the many courses during the 30 Vintages dinner.

To share photos of you and your friends enjoying Elderton,
 email jess@eldertonwines.com.au