



Elderton Co-Director Induction to the Barons of the Barossa

It is with great pleasure that the team at Elderton can announce the induction of Elderton co-director, Allister Ashmead, to the Barons of the Barossa – a fraternity of leading industry figures selected to promote the Barossa Valley and preserve its heritage, particularly within the viticultural and winemaking communities.

The fraternity is modelled on similar wine brotherhoods found in France, Germany and Spain which exist not only to promote wines of the particular region in which they are established, but also to carry out philanthropic and charitable works. They have a long history going back into semi-religious origins when vineyards and wine cellars were operated primarily by monastic orders.

Allister, the youngest son of Elderton founders Neil and Lorraine, follows in the footsteps of his father who was inducted in 1992.

The Barons of the Barossa, led by Grandmaster Stephen Henschke, constitutes some of Australia's richest industry talent and progressive leaders, and includes the likes of Wolf Blass, Peter Lehmann, Len Evans, Ben Glaetzer, John Duval, Louisa Rose and James Halliday. It is an absolute testament to Allister to be included amongst these professionals.



Through his contributions to the region via chairing the Barossa Winemakers Committee, being a graduate of the WFA Future Leaders Program, regularly acting as an ambassador of the Barossa both at home and overseas, and with the continued success of Elderton Wines, Allister is certainly deserving of this recognition from respected industry peers.