

An aerial photograph of a vast vineyard in the Barossa Valley, Australia, during the golden hour of sunset. The vineyard is divided into several large rectangular blocks by dirt roads. The rows of grapevines are densely packed and show varying shades of green and brown, indicating different stages of ripeness. In the foreground, a dirt road curves through the vineyard, leading towards a small cluster of buildings and trees. The background shows rolling hills under a bright, hazy sky. The overall atmosphere is warm and serene.

*G. L. Dorton*

BAROSSA



# EVOLUTION



*Three generations of the Ashmead family, 2014*

# OF ELDERTON

*Excellence from distinguished sites in the Barossa*

Elderton was the name given to a vineyard that was first planted on the banks of the North Para River in Nuriootpa in 1894 by early German settlers, the Scholz family. In 1916, it was purchased by Samuel Elderton Tolley who built himself a sprawling homestead on the Estate and sold the fruit to his family's winery. It was run successfully for many years, but became derelict in the early years of the vine pull (circa 1975).

"If you buy the house, I will give you the surrounding 72 acres of old vines for nothing". This was the proposal offered to Lorraine and Neil Ashmead in 1979. The rambling old homestead looked ideal for a growing family and the Ashmead's worked tirelessly to salvage and restore a phenomenal treasure of a vineyard.

In 1982 the first wine was made under the Elderton Label. Tough times prevailed, but ultimately the vision of the founders shone through and Elderton is today celebrated as a major reason for the rejuvenation of the Barossa. In 1993 Elderton shot to national prominence after winning the Jimmy

Watson Trophy. International success ensued. The wines of the Elderton Nuriootpa vineyard are enjoyed globally for their richness, vibrancy and uniqueness. They are celebrated for being traditional examples of the best of the Barossa.

The second generation took the reins of the business in 2003. Brothers Cameron and Allister believe very strongly in continuing the traditions that began a generation earlier, on the Nuriootpa vineyard. Wanting to take the family company to the next level, they together devised a plan to buy great vineyards in other significant sub appellations of the Barossa. Through using sustainable practices, the hope is that the next generation of the Ashmead family have a lot to work with when they are at the helm. In 2007 a great little vineyard in the Eden Valley was purchased and this was followed in 2010 by the purchase of a vineyard on the northeast corner of Greenock. The intention of making wines from these exceptional vineyard sites is to celebrate the differing terroirs of the Barossa and showcase the absolute best that the Barossa has to offer.

# ASHMEAD FAMILY



**CAMERON ASHMEAD**

**Co-Managing Director**

After encouragement to go off and do something different, Cameron spent 11 years working for multi-national companies in far flung markets such as Sydney, London and Munich before he returned to the family fold in 2003. Today Cameron, along with his brother Allister, is responsible for managing Elderton's business. He spends much of his time on the road spreading the Elderton message and the Elderton vision of excellence from vineyard to bottle from distinguished sites in the Barossa. Like the entire Ashmead family, he is passionate about food and wine. Cameron is a proud Barossan and has served the local community by being on the board and Chairman of the Barossa Co-op (one of Australia's largest co-operatives), chairing the Nuriootpa Regional Community Association and being a director on the Barossa Foundation. He attained his MBA from Adelaide University in 2012. Family is very important to Cameron (wife Jules and three sons) and in his spare time he likes to bike, play tennis and snowboard.



**ALLISTER ASHMEAD**

**Co-Managing Director**

Allister is the youngest son of Lorraine and Neil Ashmead, and is responsible for the dual roles of marketing and production. He came back into the family business in early 2000, after completing a commerce degree at Adelaide university, working vintages abroad and working in the wholesale wine trade. Allister has been inducted into the Barons of the Barossa, which is in recognition of efforts and service to the region (there have only been about 80 Barons inducted in the past 30 or so years). He previously sat on the boards of Barossa Wine & Tourism and the BGWA, was the chairperson of the Distinguished Wine Auction from 2008 – 2013, and chaired the Barossa Winemakers' Committee (2006 – 2009). Allister was also chosen in the inaugural Future Leaders Course conducted jointly by Wine Australia. Allister is passionate about his family (wife Rebecca and three daughters), the Barossa Valley, travel, cooking, golf and most codes of football.

# LY & KEY PEOPLE

## **RICHARD LANGFORD** **Winemaker**

Richard joined Elderton in August 2003 and came with high praise from many present and past Barossa Winemakers. He has worked in the Barossa, Rutherglen, Hunter Valley, Mudgee and the South of France. Richard has a proven ability to work with viticulturalists to ensure that quality begins and occurs in the vineyard. Richard takes control of the day-to-day operational winemaking duties at Elderton and is joined by Allister, Cameron and Julie Ashmead on the blending and styling bench.

Richard is an avid hunter and fisherman and makes a pretty tasty pâté.



## **PETER WILD** **Vineyard Manager**

Peter joined the team at Elderton in 2010 after what many would consider a lifetime in many of the other great vineyards of the Barossa. Often being tasked with the rejuvenation of some of the oldest vineyards in the world, Peter takes to his task with gusto and has a special affinity to knowing the soils and weather conditions of each piece of the Barossa, and thus has a real understanding of what it takes to grow amazing fruit in whatever conditions we are given. As well as having a green thumb and an eye for detail, Peter enjoys mountain biking and is an avid kite surfer.





# PHILOSOPHY

Elderton's viticultural and winemaking philosophy is one that is shared by all of the great wineries around the world.

*The old saying that great wine is made in the vineyard is one that holds very true at Elderton.*

A team approach to ensure best practice in both the vineyards and winery is key to guarantee absolute quality in the bottle. Attention to detail in pruning, picking and winemaking, and using a combination of state of the art facilities and machinery with some tried and true traditional techniques, ensures that the wines of Elderton will always show great brightness, purity and quality.

The goal of the Ashmead family is to produce world class wines from entrenched varieties grown in the Barossa from our own vineyard holdings. We celebrate the individual terroirs of each of our sites and aim to produce wines that show true regional history and character, varietal definition and a healthy slice of our own personalities.



1894 Command vineyard



Grenache just picked



Allister, Richard and Cameron with the open fermenters



Wine and corporate events

# VINEYARDS

We are very proud custodians of the family Estate, located in Nuriootpa, where all of Elderton's icon wines are produced. In recent years we have been able to acquire other significant sites around the Barossa to further showcase the diverse regionality that exists within the appellation. Our winemaking team works very closely with our viticulturalists, throughout the year, to produce quality fruit with a focus on long term sustainable production, low yields, low irrigation and minimal inputs.

## NURIOOTPA - ESTATE

The family's original vineyard boasts a Mediterranean climate and minimal supplemented irrigation.

Location: On the banks of the North Para River in Nuriootpa, initial planting 1894

Elevation: 275m

Soil: Alluvial river silt soils over red and brown clays

Varieties: Shiraz, Cabernet Sauvignon & Merlot



Estate vineyard after pruning

## CRANEFORD

The Eden Valley vineyard lies just south of the small township of Craneford. Like other Eden Valley locations, the soil and climate varies quite considerably from that of the Barossa Valley floor. It is generally wetter and cooler and the soils tend to be skeletal and minerally. Aspect also varies significantly, with rolling hills and valleys providing much site variation.

Location: Deep in the Eden Valley ranges

Elevation: 390m - 425m

Soil: Mineral rich rocky soils

Varieties: Shiraz, Cabernet Sauvignon & Chardonnay



Craneford vineyard in autumn

## GREENOCK

The Elderton Greenock vineyard was originally planted by the Helbig family in 1915 and was purchased by the Ashmead family after vintage 2010. It sits in its own little valley on the northeast corner of the hamlet of Greenock, also bordering on the Moppa sub appellation of the Barossa.

Location: Just outside Greenock, Western Barossa

Elevation: 330m - 350m

Soil: Free draining and rich in ironstone, changing through to very sandy loam at lower points

Varieties: Shiraz, Grenache, Carignan, Mourvedre, Cabernet, Chardonnay & Semillon



Greenock vineyard mid-season

# WINE RANGE

## ELITE



COMMAND  
SHIRAZ



ASHMEAD  
CABERNET SAUVIGNON



FIFTEEN  
SHIRAZ



ODE TO LORRAINE  
CABERNET SHIRAZ MERLOT



GRAND TOURER  
SHIRAZ

## GREENOCK



WESTERN RIDGE  
GRENADE CABIGNON



GREENOCK ONE  
SHIRAZ



GREENOCK TWO  
SHIRAZ MOURVÈDRE GRENADE



GOLDEN SEMILLON

## ESTATE



MERLOT



CABERNET SAUVIGNON



SHIRAZ

## EDEN VALLEY / HIGH ALTITUDE BAROSSA



RIESLING



CHARDONNAY



CABERNET SAUVIGNON



SHIRAZ

## E SERIES



SHIRAZ CABERNET



CHARDONNAY



# ELITE

## COMMAND SHIRAZ

The Command Shiraz has established an enviable reputation since the first vintage in 1984. It is truly one of Australia's best and most highly regarded icon wines. The Command grapes are from a single vineyard, planted in 1894, on the Elderton Estate. The vines are grown in a Mediterranean climate, with cropping levels at two to three tonnes per hectare. The Command is truly an expression of place, and one of which the family intends to preserve for generations to come.



## ASHMEAD CABERNET SAUVIGNON

The Ashmead block has consistently produced small parcels of excellent quality fruit. This unparalleled wine is a superior example of Barossa Cabernet Sauvignon. The Elderton Estate is not unfamiliar with producing premium Cabernet, having won more than eight trophies for the varietal, including the 1993 Jimmy Watson Trophy. The block was planted circa 1944 and produces minimal amounts due to eutypa dieback existing in the old vines.



## FIFTEEN

2015 will herald a new chapter in the elite winemaking of Elderton, with the inaugural release of Fifteen. This wine, produced in minute quantities, from a single block of Shiraz vines planted in 1915 on our Greenock vineyard, is destined to be extraordinarily delicious and a collector's dream. Hand picked, with extended maturation on skins in large French oak barrels and every detail taken care of, this wine will only be offered to the most loyal of Elderton supporters.



## NEIL ASHMEAD GRAND TOURER SHIRAZ

Produced in honour of Elderton co-founder, the late Neil Ashmead, the Grand Tourer Shiraz is a wine to challenge people's expectations and misgivings of Barossa Shiraz. The grapes are sourced from old-vine Shiraz on the Elderton Estate, grown with a natural farming philosophy, and handcrafted to depict artisanal winemaking at its finest. The wine is exuberant, lively and full of character.



## ODE TO LORRAINE

A Cabernet/Shiraz/Merlot blend was added to our portfolio from the 1992 vintage. It was a belief that through blending only the best parcels of fruit from the vineyard, a truly wondrous and complete wine could be made that showed the highlights of the three grape varieties. The decision was made from the 2002 vintage onwards for it to be renamed (from CSM) in honour of the co founder of Elderton, Lorraine Ashmead. The Ode to Lorraine shows generosity, formality and elegance.



# SUSTAINABILITY

Elderton is a leader within the Australian wine industry with regard to environmental sustainability. We have proactively implemented a number of initiatives in the day to day operations of the winery, in order to minimise our environmental footprint and promote a sustainable, clean and environmentally responsible work place. These initiatives include:

## OFFSETTING CARBON EMISSIONS

Elderton was the first winery in South Australia to use the Trees for Life program to further consider our carbon emissions. We offset company emissions by planting trees, with a commitment to plant around 4000 trees per annum.

## SOLAR POWER

A major solar panel grid was erected on the winery in September 2010 and is one of the largest solar projects undertaken by a winery in Australia. In 2013, we doubled the size of the system, to over 300 panels. This is helping to reduce the winery's carbon dioxide emissions by at least 110 tonnes annually.



One part of the solar panel grid on the Elderton winery, Nuriootpa



Riverbank revegetation, Elderton Estate, Nuriootpa

## REVEGETATION

In conjunction with the Barossa Council and the Adelaide and Mount Lofty Ranges Natural Resources Management Board, Elderton is regenerating the banks of the North Para River where it flows through our Estate in Nuriootpa.

## WATER

Elderton is water self-sufficient 11 months of the year, through harvesting of rain water from the roofs of the winery buildings. Also, the winery's effluent system recycles 100 per cent of the water that travels through the system, to a quality level that can be used on the vineyard. We expect to recycle around 5ML of water annually.

# ACCOLADES

## ★★★★★ winery

James Halliday Australian Wine Companion 2015, 2014, 2013, 2012

### Top 100 Best Wines in Australia

Matthew Jukes 2014 (2010 Command Shiraz)

Matthew Jukes 2011 (2008 Ode to Lorraine)

Matthew Jukes 2009 (2005 Command Shiraz)

### 'Excellent' category

Langton's Classification of Australian Wine VI, V, IV

### Hall of Fame Inductee 2013

Brand South Australia

### Best in Class, Gold Medal

International Wine & Spirits Competition 2010 (2006 Command Shiraz)

### Critics Choice Award

Wine Spectator 2009, 2007, 2005

### Top 100 Wines in the World

Wine Spectator 2008 (#16, 2005 Ode to Lorraine)

Wine Spectator 2004 (#27, 2000 Command)

Wine Spectator 2000 (#43, 1995 Command)

### Wines of the Year

Decanter 2008

### Top 100 Wineries in the World

Wine & Spirits Magazine 2005

### World's Best Shiraz

International Wine & Spirits Competition 2000 (1996 Command Shiraz)

### Jimmy Watson Trophy Winner

Melbourne Wine Show 1993 (1992 Estate Cabernet Sauvignon)

*One of Australia's modern classics...*

Wine Spectator

*This traditional Barossa winery seems to be getting better and better... lavishly rich, exuberant, muscular efforts...*

Robert Parker Jr, The Wine Advocate

*Elderton reds are luscious, hedonistic wines full of honesty in that they reflect the age of the vines and the special piece of dirt in which they grow.*

Andrew Wood, Devine Magazine

*The founding Ashmead family, with mother Lorraine supported by sons Allister and Cameron, continues to impress with its wines... The Command Shiraz is justifiably regarded as its icon wine...*

James Halliday

*A delightful tasting of rich and powerful, yet well-integrated, balanced wines.*

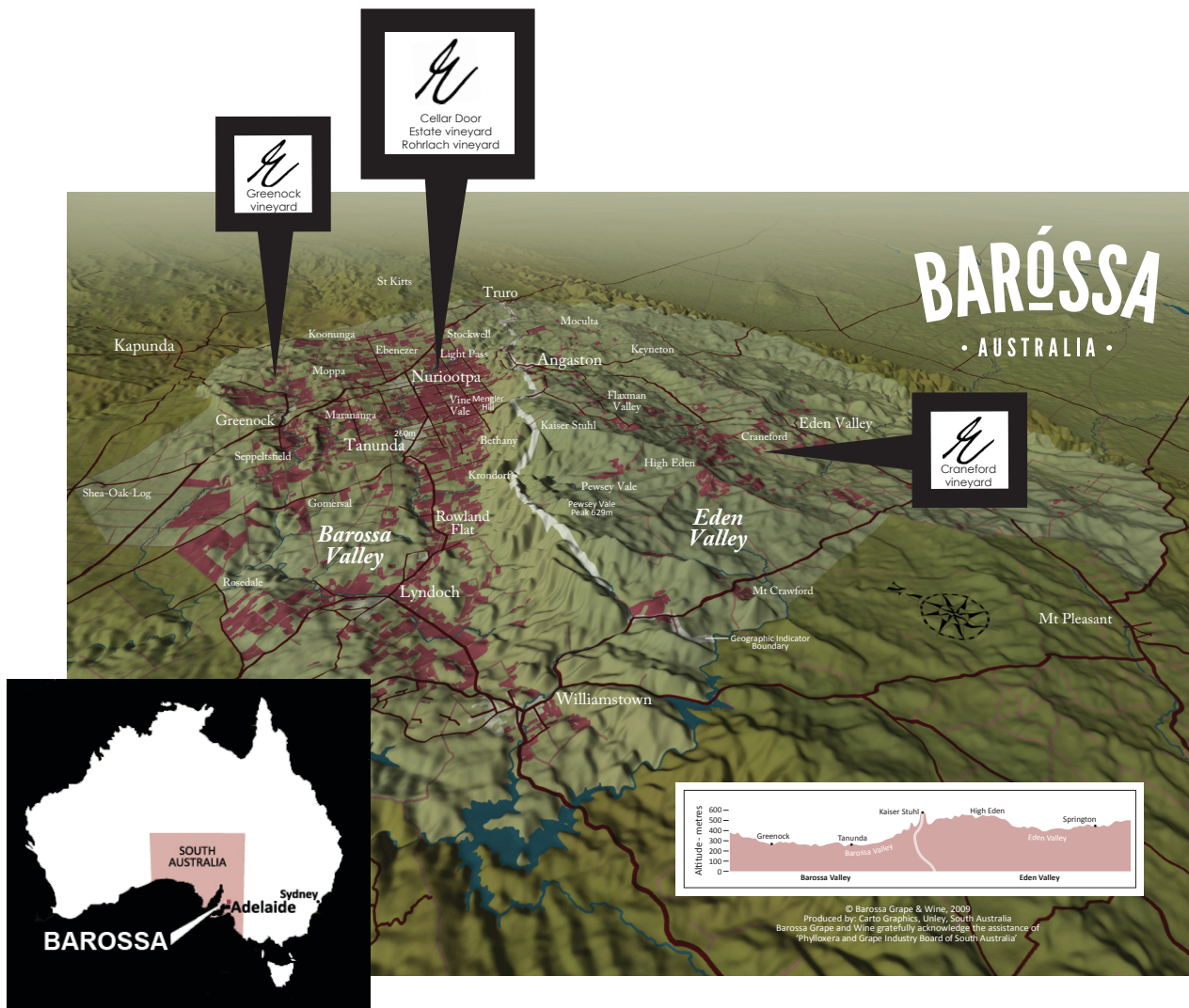
*The Elderton jewels of Command and Ashmead deserve their rightful place among the Barossa - indeed, Australian - icons of red wine!*

Winestate

*The most impressive wine in the tasting... Elderton Shiraz Barossa Command 1998 (99 points). Utterly seamless...*

'Australian Reds Retrospective', Wine Spectator





# ELDERTON

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