

Greenock

New Exceptional
Vineyard - New Wines

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Elderton BUZZ

Authenticity - Place - Tradition

IN A FAST PACED WORLD WHICH FOCUSES ON GROWTH AND GLOBALISATION, WHERE NOTHING IS NEW FOR LONG AND NEWS IS DOMINATED BY TROUBLE AND FEAR, LIFE AT THE MOMENT OFTEN SEEMS QUITE CHALLENGING.

Whilst there is little doubt that aspects of globalisation, internet and mobile phones have made our lives better, we still believe that it is the simple things in life that provide

the greatest memories and happiness. It is our belief that family and friends, along with good food and wine are the cornerstones to a life well lived.

It often amazes us that the themes of globalisation have taken hold in our little agricultural pursuit as well. Only 30 or so years ago, wine in this country was the domain of small family operations who toiled for a modest return.

Today the production of wine is dominated by large multinationals. The retail arena has

also changed, becoming almost exclusively the realm of chain supermarkets that often seem hell bent on a race to the bottom and which openly state their intention to produce the majority of the wine they sell. Small winemakers are getting pushed out of these retailers every day, as we can attest, for wines that are generic and soullessly exist to promote the bottom line.

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Authenticity - Place - Tradition

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When faced with a severe lack of options, we find the only thing to do is go into the cellar and find a wine from a family producer that we admire; a wine that has provenance; a bottle that is made by someone we love and trust and is from somewhere special, that represents authenticity and perhaps even traditions that many think have passed us by.

And then we enjoy it with friends and family in this beautiful part of the world, the Barossa Valley. We discover that life is still pretty good, regardless of any hassles we think we have.

We are thankful that we still have so

many like-minded supporters of our family business: good people who will go out of their way to find, cellar and drink wines produced by small and fervent producers who are at the top of their game.

Over 30 seasons of hard work by the Ashmead family, and by our wonderful team, have gone into making our wines that are grown from exceptional sites that we own, farm, and in which we believe. These wines don't move with fashion, or change to find show or press endorsement. These wines exist because of generational fortitude and because we know they deserve to be continued. Hopefully this is something worth celebrating.



New exceptional vineyard - new wines

The Elderton Estate vineyard in Nuriootpa is the heart, soul and prestige of Elderton, but this may be about to change with the addition of one of the Barossa's greatest vineyards to the Ashmead's small collection of exceptional vineyard sites within the Barossa bounds.

In 2010 we purchased the 'Helbig Vineyard' in Greenock. This site was planted four generations ago and is today widely acclaimed by the winemaking elite of the Barossa. Many great winemakers have made wine from these vines, and many have wanted to, however the property is now solely in the hands of Elderton.

Greenock, located in the northwest corner of the Barossa Valley, is an elemental place, with undulating slopes and dried up creek-beds, hidden away in a hamlet that is only still there because of the stubborn, gnarled old vines that watch over it. Being on the Western Ridge of the Barossa, the altitude is higher than our Estate vineyard by some 60-80 metres. Therefore, the Greenock vineyard experiences cooler temperatures, has soils that are more mineral rich and an aspect that is very different from our other vineyards.

It is an exciting place, and we can now convey this through the 2012 wines:



Greenock One

100% Greenock Shiraz made to be vibrant, structured, rich and powerful; the thing that sets it apart is the natural forceful tannins. We believe it easily stands up to other producer's wines at twice the price.

92 Points, Halliday

'...elegance with a richly textured profile.'

91+ points, Winefront, Campbell Mattinson
'...an expression of Barossa Shiraz that would be easy to spend a lot more time with'



Greenock Two

A Grenache, Shiraz, Mourvedre blend catching everyone's attention. It is soft, textural and delicious!

94 points, Halliday

'...exceptional for a blend such as this...'

91+ points, Winefront, Gary Walsh
'Raspberry, boysenberry, rose oil perfume, light spices...vibrant... Good debut.'

Top 100 New Releases, Gourmet Traveller Wine
Dec/Jan, Huon Hooke (not yet published)



Western Ridge

Our reserve Grenache, and is aimed at making people think twice about the variety. Often thought of as brutish, we prefer textural and pretty versions. This wine also has 8% Carignan in the mix.

94 points, Andrew Graham

'...truly fantastic, very limited...'

92+ points, Winefront Campbell Mattinson
'The Barossa but not as you know it.'

92 points, Halliday

'...light-to medium-bodied, but has good length and mouthfeel.'

These three wines, with another to debut from the 2013 vintage, sit easily among the stable of Elderton wines and our passion to show the glorious terroirs of the Barossa. We hope you get the opportunity to taste and cellar these wines, as we think they are destined to be classic and highly sought after. They are definitely moving quickly out the door.



Elderton enters Hall of Fame!

Tuesday 15 October, was a great night for Elderton Wines at the 2013 South Australian Regional Awards - Barossa.

We were announced winner of the *Premium Food and Wine from our Clean Environment - Wine Award* early in the evening.



In a suprising twist, at the end of the evening, we were inducted into the *Hall of Fame!* What a great achievement by the small and very dedicated team at Elderton Wines.

Below: Jess and Tush with the award



If you are on our mailing list, but do not currently receive our email updates and occasional special offers, we would love to hear from you. Contact Cellar Door via 08 8568 7878 or email elderton@eldertonwines.com.au

Upcoming events

Live on the Lawn, Sunday 17 November 2013, 12 noon - 4pm @ Cellar Door

Adelaide band *Halfway to Forth* perform live on the lawn at Cellar Door. Freshly shucked oysters, local produce plates and more available throughout the day.

Masters & Commanders Cup, Sunday 1 December 2013, from 9am @ Tanunda Pines

Elderton's third annual golf day, a 2-ball Ambrose event, followed by a three course lunch matched to Elderton wines.

Cycling Cafe for Tour Down Under, Tuesday 21 January 2014 @ Cellar Door

Get the best seats in the house to watch all the action unfold in the Nuriootpa - Angaston leg of the 2014 Santos Tour Down Under.

25th Command release, Sunday 23 February 2014 @ Cellar Door

Celebrate the release of the 25th vintage of Command Shiraz at a lunch on the banks of the North Para River at Cellar Door.

Fringe @ Elderton, Sunday 9 March 2014, 12pm - 4pm @ Cellar Door

Elderton hosts it's first event as part of the Adelaide Fringe Festival! Listen to *Blueprint* whilst relaxing on the Cellar Door lawn with friends and family.

For further details or to book your spot at any of these events contact Cellar Door via elderton@eldertonwines.com.au or 08 8568 7878. See you there!

Elderton experiences

If you are planning a visit to our Cellar Door and would like to experience Elderton in-depth, book in for a Masterclass. These are held in our Private Tasting Room and allow you to enjoy tasting a number of our wines generally hosted by Al, Cam or Richard.

The Elderton Masterclass is free and runs for around 45 minutes. You will taste a number of current release wines.

The Elite Tasting is a special look into the history of Elderton Wines. Enjoy a tour around the Estate vineyard with a glass of wine, then indulge in a private tasting of current release and back vintage wines with a local cheese plate. \$60 per person, minimum 2 people. Allow 1.5 hours.

Contact Cellar Door for further details or to make a booking.

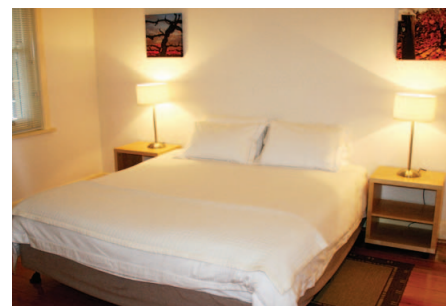


Looking for a place to stay while visiting the Barossa? The Elderton Lodge is situated only a short walk from Elderton's Cellar Door, making a great base for any Barossa visit.

The Elderton Lodge offers three large bedrooms, able to accommodate up to six people comfortably. Amenities also include a full laundry and outdoor dining area. If golf is your thing, vouchers for a free round of golf at Barossa Valley Golf Club or Tanunda Pines can be provided upon request (subject to availability).

There is a full kitchen with continental breakfast provisions and you will receive a complimentary bottle of wine on arrival.

For more details visit our website eldertonwines.com.au/visit/stay.html or call Cellar Door on 08 8568 7878.





Gallery



Above: Former SA Premier and now Australian High Commissioner to the UK, Mike Rann, at Lord's. During the mid-year Ashes cricket series, Elderton's shiraz was the MCC's (Marleybone Cricket Club) house wine.
Below: Cameron with visiting Melbourne sommeliers.



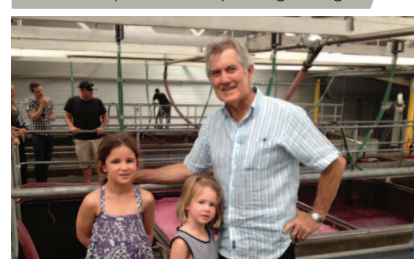
Above left: Continuing the golfing tradition is Richard with the Tanunda Pines Sponsor's Day trophy.
Above right: Cameron, Glenn and Tah-Man in Sydney.
Below left: Harry Styles, of One Direction fame, teeing off at the Elderton hole at Tanunda Pines during 1D's visit to South Australia.
Below middle: Cameron and Ian following their ride in the 3 Peaks event in Victoria.
Below right: Cameron camping?? Yes! During the team effort in the Mt Crawford 24 hour.



Above: Allister and Richard discuss the open fermenters with a group of great Elderton supporters visiting from Denmark in October.
Right: Allister and Rebecca cheering for Carlton at the Semi Final against Sydney in September.
Below: Learning about the soil profiles of our Greenock vineyard during the launch of the Greenock wines.



The third generation are learning young!
Above: Angus taking in the atmosphere at the 2013 Barons of the Barossa post-vintage tasting hosted in Elderton's Command Cellar.
Below: Charlotte and Sophie showing their Grandpa the winery during vintage.



Welcome, Louis!

Congratulations to Cam and Jules on the birth of their third son, a brother for Angus and William. Louis Bruce Campbell Ashmead was born on 2 October 2013.

Cam is glad that there is now an even teaming of three on three when the third generation is old enough to play basketball. Not sure who will have the upper hand though: Al's girls or Cam's boys...

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



Order Form

ELDERTON WINES
 3-5 Tanunda Road
 Nuriootpa SA 5355
 P 08 8568 7878
 F 08 8568 7879

WINE	VINTAGE	QTY	PRICE (price > 2 doz)	SUBTOTAL	RECOMMENDED RETAIL
E SERIES					
E Series Unoaked Chardonnay	2012		13.00 (11.00)		19.00
E Series Shiraz/Cabernet Sauvignon	2010		13.00 (11.00)		19.00
EDEN VALLEY					
Eden Valley Marsanne Roussanne	2012		17.00 (15.00)		20.00
Eden Valley Riesling	2013		17.00 (15.00)		20.00
Eden Valley Chardonnay	2012		17.00 (15.00)		20.00
Eden Valley Cabernet Sauvignon	2011		17.00 (15.00)		20.00
Eden Valley Shiraz	2011		17.00 (15.00)		20.00
ESTATE					
Barossa Cabernet Sauvignon	2010		26.00 (24.00)		30.00
Barossa Shiraz	2012		26.00 (24.00)		30.00
Barossa Merlot	2011		26.00 (24.00)		30.00
Barossa Zinfandel	2010		26.00 (24.00)		30.00
GREENOCK					
Greenock one Shiraz	2012		26.00 (24.00)		30.00
Greenock two Grenache, Shiraz, Mourvedre	2012		26.00 (24.00)		30.00
Western Ridge Grenache, Carignan	2012		45.00 (43.00)		55.00
Golden Semillon 375mL	2012		18.00 (16.00)		20.00
ELITE					
Ode to Lorraine Cabernet/Shiraz/Merlot	2009		45.00 (40.00)		55.00
Neil Ashmead Grand Tourer Shiraz	2010		70.00		75.00
Ashmead Cabernet Sauvignon	2010		90.00		100.00
Command Shiraz	2009		95.00		110.00
SPECIAL PACKS					
Eden Valley Stunners			180.00		240.00
Greatness of Greenock			185.00		230.00
Meat Eaters Pack			250.00		360.00
Pinnacle Pack			450.00		630.00
Command Triple Vintage Boxed Set			540.00		700.00

FREE DOOR TO DOOR DELIVERY * DOZEN LOTS ONLY

We are pleased to be freighting our wines through the fast and efficient Australia Post Wine Service. If you are not home at the time of delivery, a card will be left in your letterbox notifying you of the nearest post office where your wines will be waiting protected against heat, rain or theft.

SUB TOTAL	
Plus compulsory insurance (\$5.00 per case)	
TOTAL	

All prices are per bottle. Dozen lots may be mixed bottles. Vintages may change without notice and we reserve the right to change the price subject to GST variations. 'It is an offence under the Liquor Licensing Act 1997 to sell or supply liquor to persons less than 18 years of age.'

<input type="checkbox"/> I enclose cheque / money order OR charge to: <input type="checkbox"/> Mastercard <input type="checkbox"/> Visa <input type="checkbox"/> Diners <input type="checkbox"/> Amex	
Number: <input type="text"/>	Expiry Date: <input type="text"/>
<input type="checkbox"/> Dr. <input type="checkbox"/> Mrs. <input type="checkbox"/> Miss. <input type="checkbox"/> Ms. <input type="checkbox"/> Mr.	
Given Names:	Surname:
Delivery Address (Can be P.O.Box):	
State: Postcode:	
Email Address:	
Contact Phone No:	Signature:

Online and phone ordering also available - visit www.eldertonwines.com.au or phone TOLL FREE 1800 888 500

OFFICE USE ONLY	DATE RECEIVED :	PROCESSED ON TILL :	FORWARDER:
MLCODE:	DATE SENT:	PACKED BY:	EZYWINE:



Elderton Wines • from November 2013

Pack Deals

Eden Valley Stunners

3 x 2012 Eden Valley Chardonnay
3 x 2012 Eden Valley Marsanne Roussanne
3 x 2011 Eden Valley Cabernet Sauvignon
3 x 2011 Eden Valley Shiraz

\$180 freight inclusive (RRP \$240)



Greatness of Greenock

2 x 2012 Greenock one
2 x 2012 Greenock two
2 x 2012 Western Ridge

\$185 freight inclusive (RRP \$230)

Meat Eaters Pack

3 x 2012 Barossa Shiraz
3 x 2010 Barossa Cabernet Sauvignon
3 x 2010 Barossa Zinfandel
3 x 2011 Barossa Merlot

\$250 freight inclusive (RRP \$360)



Pinnacle Pack

3 x 2010 Ashmead Cabernet Sauvignon
3 x 2009 Command Shiraz

\$450 freight inclusive (RRP \$630)

Command Triple Vintage Boxed Set

2 x 2007 Command Shiraz
2 x 2008 Command Shiraz
2 x 2009 Command Shiraz

presented in a lay-down wooden box

\$540 freight inclusive (RRP \$700) LIMITED RELEASE

