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Elderton

BUZZ

NOVEMBER 2016

ELDERTON: A GREAT WINE COMPANION!

In the 2017 Halliday Wine Companion, Elderton has again received glowing reviews and praise for our current (and a couple of future) wine releases, and we were again named as one of the star producers of the Barossa Valley. All the hallmark wines of Elderton received amazing scores, with nine wines scoring 94 points or higher and our 2014 Neil Ashmead GTS being awarded as one of the best Shiraz in the country.

It is always the case though that these top wine journalists tell you to also take in

the descriptors (as well as the score), and it is some of these that have really put a smile on the faces of all of us at Elderton.

Of the 2013 Command Shiraz (97 Points, to be released in March 2017), "Both old school and new school at once; it's elegant and rich, unafraid of oak but blessed with pure, dark-berried fruit." We couldn't have said it better ourselves!

Commenting on the 2014 Ashmead (95 Points, to be released in March 2017), "... the tannin is firm, and everything seems trained to evolve slowly... Performance

will be excellent, given time." Sounds like a great Cabernet to put in your cellar for a couple of years.

The 2014 Neil Ashmead Grand Tourer Shiraz (sold out) was heaped with praise in its 98 point score with the comments, "A soaring star. Take this one straight to the pool room. It combines meatiness and savouriness with flair... One out of the box." Fine praise for one of Elderton's often unheralded superstars. Look out for the 2015 vintage release in early 2017.

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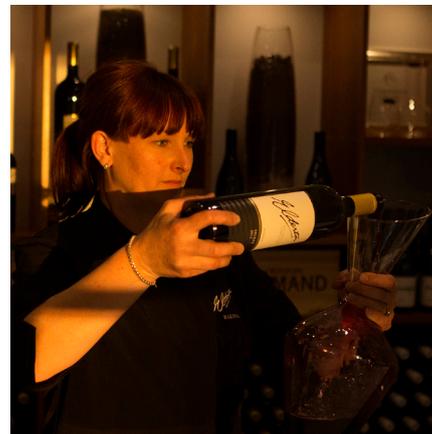
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For the one off Western Ridge Shiraz 2014 (96 points, small amounts available), "Elegance is in vogue at Elderton. We're talking poised, well-ripened, let-the-clubhead-do-the-work wines, where the fruit has time and space to display more than mere sweetness or, indeed, brute strength." This almost brought tears to our eyes!

On the Estate Family Vineyards range of wines (Cabernet, Shiraz and GSM, all vintage 2014) words like, "It will cellar, but there's no need to"; "Effortless flow of fruit

and oak... beautifully well polished"; and "A piece of Barossa craft", are music to our ears.

Words like these from such a well-regarded and well-read publication are true recognition for the vineyards, the winery, the amazing team at Elderton and two generations of the Ashmead family. It isn't the reason we do it, as it brings us more pleasure to see the smiles of our generous wine-drinking supporters, but it is nice to be noticed and have acknowledgement that things are on the right track.



BAROSSA TRUST MARK



The Barossa Trust Mark recognises and celebrates excellence in food, wine and tourism offerings from across the Barossa region. It is a sign of authenticity; the mark of a genuine Barossa product or experience.

Our Command Shiraz was awarded a Barossa Trust Mark in 2014, and we are very proud to share the story of the Barossa Trust Mark with everyone who visits Cellar Door.

When you choose a Barossa Trust Mark product, you will know that it has met an exceptional standard against the following five criteria:

- It has origin – our sense of place in the Barossa.

- It has been developed with integrity – our sense of purpose and authenticity.
- The quality achieved has been ambitiously sought after – our sense of ambition and excellence.
- The Barossa Trust Mark is founded on the value of environment – our sense of responsibility and sustainability.
- It belongs to a community – our sense of belonging and pride in the Barossa.

To find out more about the Barossa Trust Mark, visit barossa.com/barossa-trust-mark.

VINEYARD AND WINERY UPDATE

It seems implausible to consider that another year is fading into the sunset! Seems we have barely had time to scratch ourselves, and yet we are already preparing for Christmas and harvest 2017. Without doubt, the highlights of the year thus far consist of:

- Spectacular 2016 harvest, both in quality (fifth year in a row) and in quantity (finally!)
- Rain, rain and more rain. Such a welcome sight
- Our old vineyards are looking better than ever
- A new and improved barrel shed, allowing us efficiency and quality advancements
- Some spectacular press, but more importantly some very happy Elderton drinkers
- A few wines selling out in less than a month
- Visitation to Elderton at an all-time high. The Barossa has never been a more compelling place to visit
- Our modest Cellar Door winning Silver in the South Australian Tourism Awards (and they ain't seen nothin' yet!)
- Planning approval on the new Cellar Door in the original Elderton Homestead, in the middle of the Nuriootpa vineyard. This will be a public space that will tell the tale of Elderton in such spectacular surroundings, with comfy furnishings and the best Cellar Door team in the land! Elderton Commanders will especially want to visit...



SEASON'S GREETINGS

On behalf of the Ashmead family, and all the staff at Elderton – we hope you and your entire family have a very Merry Christmas and a happy, healthy and successful 2017. We hope the year ahead brings many good times, filled with many glasses of our wines (but not too many!!!).



VALE JOHN LARCHET



It is with much sadness that we report the sudden passing of one of the legendary figures in Elderton Wines history. John Larchet, who was our importer to the USA from the early 90s through to 2014, passed away peacefully after a short illness in September. John was a brilliant man and a trailblazer in taking many of Australia's greatest small winemakers to the US, and as a consequence helping us open markets all over the world after facilitating our global attention through critical acclaim with the likes of Robert Parker and Wine Spectator magazine. He was a close personal friend of the entire Ashmead family, and will be missed greatly.

UPCOMING EVENTS

Masters & Commanders weekend

@ Cellar Door, 3 & 4 December 2016

Enjoy a Masterclass 'A look at Shiraz', Dinner and golf events over this fun-filled sixth annual Masters & Commanders weekend.

2017 Commander Seasonal Lunches

@ Cellar Door *Commanders only events*

13 April, 11 August, 10 November 2017

To book contact Jodhi 08 8568 7878 or jodhi@eldertonwines.com.au.

Melbourne Good Food & Wine Show

2 - 4 June 2017

Ribs & Red @ Cellar Door, 9 June 2017

After sellout events in 2014, 2015 & 2016, join us for the fourth annual lunch. More details to come. Register your interest with Jodhi.

Sydney Good Food & Wine Show

23 - 25 June 2017

Perth Good Food & Wine Show

14 - 16 July 2017

Brisbane Good Food & Wine Show

27 - 29 October 2017

Visit our website to register your interest: eldertonwines.com.au/upcoming-events

CELLAR DOOR EVOLUTION

Almost 32 years ago, the little Elderton Cellar Door cottage was first opened for tastings and sales by Lorraine and Neil Ashmead. Since then we have had what feels like a million people through the front door, to hear our stories and taste the wines that have now become heralded the world over.

Even after a couple of renovations, the fact is that Elderton has now outgrown this cute little cottage. Second generation brothers, Cameron and Allister, have decided to renovate the homestead in the middle of the vineyard and will own one of the absolute greatest and must visit Cellar Doors in the Barossa Valley.

This is the homestead that Neil and Lorraine Ashmead first fell in love with when they 'accidentally' bought the vineyard during the vine pull era of the 1970s, and it is the house that Cameron and Allister grew up in. It is an amazing homestead that was built by Samuel Elderton Tolley around World War 1, and features a lawn tennis court and large swimming pool. The new Cellar Door will have multiple rooms for amazing private tastings, a great little kitchen for snacks and seasonal lunches and much more (to be announced).

One of the highlights will be the approaching drive through the 1894 Command Shiraz vineyard and the reveal

of the stunning gardens (perfect for whiling away a sunny afternoon with a bottle of Elderton Riesling) and of course the grand and stately homestead.

Both Cameron and Allister could not agree more that the feel of the homestead has the same attributes that we wish to showcase with our wines. It will allow us to tell our story without words, and showcase sights of the amazing vineyard and winery.

We are hoping that around about the time we are wrapping up vintage 2017, that we will also be cutting the ribbon on the site. We hope that you come and visit to experience the generous hospitality of the Ashmead family and the whole team, the amazing wines, and the sense of history and place that is Elderton. Exciting times ahead!



Elderton

GALLERY



1. Allister in West Hollywood at The Church Key with the Ode to Lorraine; 2. Dani and Tush celebrating the release of the 2016 Riesling; 3. Jodhi with Commander Peter at the Sydney Good Food & Wine Show in August; 4. Allister, Darren Lehmann and Cameron at the June Ribs & Red event at Cellar Door; 5. Tush and Allister with some stars of The Block at a Beaumont Tiles dinner in Adelaide. Thanks for the introduction Dean!

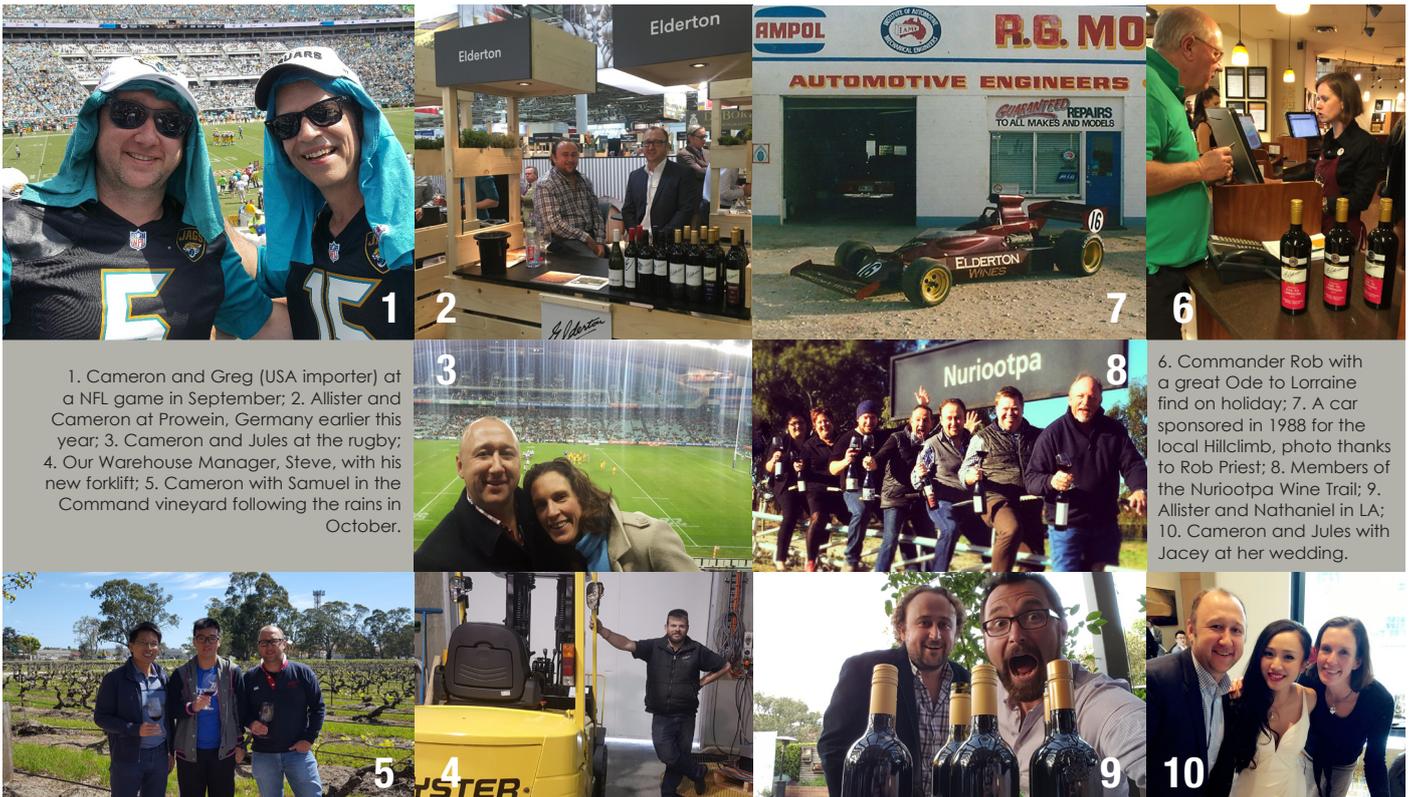
6. Jess and Karli with some office Snapchat fun; 7. Peter and Cameron during the Hunter Valley study tour in May; 8. Allister and Commander Mick at the Perth wine dinner; 9. Masterclass in March; 10. Cameron with Joanne, Riche, Paul and Shelley.

UPDATE

If you are on our mailing list, but do not currently receive our email updates, event invites and special offers, we would love to hear from you. To update your details you can contact Cellar Door via 08 8568 7878 or email elderton@eldertonwines.com.au.

SHARE

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



1. Cameron and Greg (USA importer) at a NFL game in September; 2. Allister and Cameron at Prowein, Germany earlier this year; 3. Cameron and Jules at the rugby; 4. Our Warehouse Manager, Steve, with his new forklift; 5. Cameron with Samuel in the Command vineyard following the rains in October.

6. Commander Rob with a great Ode to Lorraine find on holiday; 7. A car sponsored in 1988 for the local Hillclimb, photo thanks to Rob Priest; 8. Members of the Nuriootpa Wine Trail; 9. Allister and Nathaniel in LA; 10. Cameron and Jules with Jacey at her wedding.