



*G. Elderton*

**BUZZ**

**MARCH 2024**



# GLASS HALF FULL

As many Commanders and Eldertonians would be aware, I often start my tastings and wine dinners with the phrase, "If anyone here is still drinking Marlborough Sauvignon Blanc... then STOP IT!"

It usually gets a laugh, but elicits a majority response of, "We stopped doing that ages ago", albeit with a few indignant faces in the crowd – generally from New Zealanders themselves.

The point to saying this over the years is to try and remind Australians that when it comes to everyday drinking wines, it is my belief that the benefit to regional Australian wine communities is immeasurable when supported by everyday Australians.

The wine industry has been hit from many angles over the past 4 years: Covid, wars, high tariffs in China rendering a 1.2 billion dollar industry to almost nothing, and inflation. Few people have been left unscathed from the biggest interest rate hikes in a generation. We've seen cost increases through lack of a supply chain, and we've seen exports decrease through unavailability of vessels and cost prohibitive shipping rates.

On top of this, we have had frosts in 2019, excruciating heat and wind destroying potential yields in 2020, unbelievable hail storms in 2022 and a super wet and cool summer in 2023 to

give us challenges from a vineyard and winery perspective.

These are, without doubt, the toughest conditions that both Cam and I have seen in our 25 years being back in the Barossa. And from conversations we've had from some Barossa legends, it is arguable that we are among tougher financial times than during the Vine Pull of the mid 1970s.

Those tough times lasted a decade and saw massive amounts of Barossan vineyards ripped from the earth, including some irreplaceable 100+ year old ancestor vines that today could be almost 180 years old.

Our grandfather (who our fortified Shiraz is named after) had a business mantra - walk when others are running, and run when everyone else has slowed to a walk. It is a saying that has held the Ashmead family well over the past four and a half decades in the Barossa.

*"...we are pleased that 2024 looks to be a remarkable harvest."*

It is only 18 months ago that we invested heavily in buying one of Eden Valley's most remarkable red wine vineyards, with some 80+ year old Riesling just a huge bonus. We paid a lot, but believe in time that we will recognise what a bargain it was.

We trust in our ability - through hard work as a team of about 20 talented and remarkable people, all of who are committed to doing the right thing - that we will get through these challenging times.

We cherish our relationships with those that support our family business, and we work tirelessly, hopefully ensuring that we never let you down.

Knowing that good times follow tough times, we are pleased that 2024 looks to be a remarkable harvest. We know interest rates are likely to start coming back down and that China will reopen soon, which will hopefully remove some of the pressure on a multitude of winemaking families. Hopefully the world will find a decent degree of peace.

We also know that life must go on, and that we have some amazing wines to be able to kick back with, relaxing with loved ones, enjoying some great food and hopefully thinking that the glass in front of us is definitely becoming more than half full.

Cheers, Allister Ashmead



Conrad, Baloo and Peter checking our old vine Grenache at Mengler Hill





## INTRODUCING ASHMEAD FAMILY VINTNERS

We are now in the midst of our 43rd vintage at Elderton. We also are into our fourth vintage of Small Victories Wine Co. How time flies!

Whilst we have many years to draw on when telling the story of Elderton, the evolution of Small Victories is much newer and we are still refining how these two wine companies exist together.

A new entity named Ashmead Family Vintners will now be the overarching business responsible for winemaking and marketing all our family's vinous and viticultural pursuits.

This ensures that as Elderton inches towards the inclusion of the third generation, it can do so focusing on what Elderton does best - creating estate grown and made Barossan wines that showcase traditional highlights.

Innovation will continue in both our vineyards and winemaking, but through subtle evolution.

Elderton remains committed to working with varieties that have a real footprint in our past as much as our future.

Elderton will continue to create world class wines that couldn't possibly come from anywhere else except our own home in the Barossa.

We adore making some of Australia's greatest wines from our estate vineyards and the gnarled and beautiful old vines that continue to thrive in the remarkable soils they sit in. None of this will change.

***“Small Victories  
allows our family  
to have a bit of  
fun...”***

So how does Small Victories Wine Co fit in to the Ashmead family story?

Small Victories allows our family to have a bit of fun, making wines that can break the rules and not always conform to those ideals that Elderton holds dear. It allows Jules as our head of production to spread her wings.

With Small Victories, Jules, along with our winemaker Brock Harrison, can be inquisitive and experimental.

This also creates a space for some of the next generation to really play in, when they get their turn.

This is a space where it is possible for evolution to turn into revolution. With everything on the table from emerging varieties from classic and emerging regions alike, buying fruit from quality growers who know their patch of dirt, and planning for a future where our climate and water security is uncertain.

The commonalities of both of these wine companies is that they have the Ashmead family at the helm, with a mantra of making and sharing delicious wines.

Cam and Jules, Bec and Al may have four very different wines open on the table on any given Friday night, but having the space to experiment also ensures that life will never be boring and there will be a wine somewhere among all this that will put a smile on any wine lover's face.

There may well be some new projects in the short to mid-term that don't fit into either of these brands. Watch this space - with our talented Elderton / Small Victories team of people, anything is possible...

Glory to Barossa – it's time to have some fun!





Cameron, Lorraine and Jules enjoying an event in Cellar Door

## UPCOMING EVENTS

Please visit our website for more details on each of these upcoming events | [eldertonwines.com.au/upcoming-events](http://eldertonwines.com.au/upcoming-events)

### **Gather Round Tastings @ Cellar Door - 1-8 April 2024**

Visit for a self-guided wine flight featuring our Cellar Door team's selection of 'Six of the Best'. Accompanied by a local charcuterie plate. \$35 pp. Bookings online.

### **ANZAC Two Part Symphony - 25 and 26 April 2024**

Join us for a vineyard walk and winery tour. On the following day enjoy a long lunch hosted at Otherness in Angaston's main street. You'll enjoy a tasting menu paired to a selection of back vintage Elderton wines and a carefully curated playlist for which restaurateur Grant Dickson is renowned. Lunch will be an ode to fresh, flavourful and locally sourced produce.

### **Retrospective Tasting @ Cellar Door - 25 May 2024**

Join the Elderton Cellar Door team for a rare insight into our museum cellar as we invite you to join us for a tasting experience where we will open six back vintage wines from across our range.

### **Melbourne Dinner - 30 May 2024**

Join Allister and Karli at Bouzy Rouge, in Richmond, for dinner matched with current and new release wines from the Elderton and Small Victories Wine Co portfolios. Ticket release on 22/3.

### **Melbourne Good Food & Wine Show - 31 May-2 June 2024**

### **Ribs & Red @ our barrel hall - 7 June 2024**

Join Cameron & Allister for a relaxed long lunch showcasing premium wines from our cellar. A day when glasses are filled and fingers get sticky. For those who like to indulge in some of the finest red wines the Barossa has to offer.

### **Sydney event - save the date - 20 June 2024**

### **Sydney Good Food & Wine Show - 21-23 June 2024**

### **Perth event - save the date - 18 July 2024**

### **Perth Good Food & Wine Show - 19-21 July 2024**

### **2021 Command Release Lunch @ Cellar Door save the date - 30 August 2024**

Celebrate the release of the 2021 Command and 2022 Ashmead Cabernet Sauvignon with us at Cellar Door. Save the date, more details to come.

### **Brisbane event - save the date - 24 October 2024**

### **Brisbane Good Food & Wine Show - 25-27 October 2024**

### **Retrospective Tasting @ Cellar Door - 2 November 2024**

Join the Elderton Cellar Door team for a rare insight into our museum cellar as we invite you to join us for a tasting experience where we will open six back vintage wines from across our range.

### **Blush + Bloom @ Cellar Door lawns - TBC November 2024**

Small Victories Wine Co are teaming up with Seppeltsfield Rd Distillers to host a spring garden party with wine, gin and cocktails. Food van on site.



## OUT AND ABOUT WITH ELDERTON



1. Our 2024 vintage team taking a brief (and very funny) moment away from all the wine work; 2. We were so pleased to host a group of wine lovers from The Netherlands during their South Australian tour in November; 3. Allister with Martin Liu during Allister's Hong Kong visit in November; 4. Commanders Cliff and Terri enjoyed a special lunch celebration in the Commander Lounge in September last year. Vale Terri. 5. Cameron was busy at the Prowein trade show in Germany early in March.



## 15CLUB LUNCH: 16 MARCH 2024

Thank you to all the 15CLUB members who were able to join us for a long lunch celebration at The Barossa Cellar on Saturday. A wonderful afternoon of amazing food, some cracking back vintage wines and a sneak peek of 2022 Helbig 1915 Shiraz.

15CLUB membership is by annual invitation, to the most remarkable supporters of Elderton. For more information, please contact our Commander Concierge, Jodhi, via email [jodhi@eldertonwines.com.au](mailto:jodhi@eldertonwines.com.au).





# OUR WINES

If you have questions about our wines, please contact our Cellar Door team on 08 8568 7878.

## ELITE SINGLE VINEYARDS

### 2020 COMMAND SHIRAZ

Command is truly an expression of place, and we are proud to be the current custodians of a rare piece of Barossa Valley viticultural heritage. Single vineyard, planted 1894.

*Full bodied, rich and commanding, as the name suggests... Weighty and opulent with thick, gypsum-like tannin support, plenty of Barossa horsepower and a finish that trails off persistently with flavours of ripe berries, spice and cedar.*

**96 points, Dave Brookes, Halliday Wine Companion**

*From a vineyard planted in 1894, this beautifully composed Barossan 2020 Shiraz Command offers a tempting array of aromas...all well-balanced. This is a keeper and built for the cellar. 95 points, Angus Hughson, Vinous*

### 2021 ASHMEAD CABERNET SAUVIGNON

In 1997 the family sat down to discuss the viability of a 1944 Cabernet block - its saving grace was simply the pure brilliance of the fruit. It was, and is, always the standout Cabernet block on our Nuriootpa property.

*Full-bodied with an impressive balance of fruit power and grace, finishing long and black-fruited with abundant spice and charm.*

**95 points, Dave Brookes, Halliday Wine Companion**

*The 2021 Ashmead, a beautiful single vineyard Barossa Cabernet ...all with superb purity and focus. Beautifully proportioned, it delivers vibrant sweet fruits underpinned by firm, mouth-coating tannins.*

**95 points, Angus Hughson, Vinous**

### 2021 HELBIG 1915 SHIRAZ

Only 691 bottles produced, from the 1915 Shiraz block at our Greenock vineyard. Magnums also available.

*It captures the power and opulence of the Greenock vineyard... worth the hunt to find it.*

**98 points, Ray Jordan, WinePilot**

## EXCEPTIONAL SITES

### 2021 ODE TO LORRAINE (CABERNET, SHIRAZ, MERLOT)

Named in honour of Lorraine Ashmead, co-founder of Elderton, the winemaking team at Elderton believe this is truly the hidden gem of our premium reds and one we know cellars brilliantly.

*Beautiful wine with intense blackcurrant pastille, cedar, vanilla aromas with hints of panforte... Builds up firm with seductive juicy dark berry fruits and savoury complexity.*

**95 points, The Vintage Journal Barossa Guide 2023 by Andrew Caillard MW and Angus Hughson**

*...sense of elegance as the wine flows across the palate finishing long and fruit pure.*

**94 points, Dave Brookes, Halliday Wine Companion**

*A whole lot of flavour here...*

**93 points, Gary Walsh, The Wine Front**

### 2022 NEIL ASHMEAD GRAND TOURER SHIRAZ

A tribute to an amazing individual who was always willing to push the boundaries of expectations. It was his love of fast cars that made this pursuit a little easier, thus the unusual choice for the name of this Shiraz.

**Gold medal, Royal Melbourne Wine Show**

*In the mouth, the wine is supple and spicy, loaded with red and black fruit flavor and lit up by a constellation of exotic spice. This is delicious drinking here, really good.*

**94 points, Erin Larkin, Parker's Wine Advocate**

### 2021 ASHMEAD FAMILY RESERVE ANCESTOR VINE SHIRAZ

**\*CELLAR DOOR & MAILING LIST ONLY\***

*A wine that celebrates the Ashmead family's 40th harvest...*

**95 points, Dave Brookes, Halliday Wine Companion**

*It's full-bodied, rippling with tannin and chewy grip, still tastes fresh and lively, even though it's a wine of heft with the volume turned up to eleven... It'll be nectar to lovers of this style in the years to come. 95 points, Gary Walsh, The Wine Front*





# ESTATE FAMILY VINEYARDS

## 2022 BAROSSA GSM

The conversation here is less about the carpentry and more about the fruit, which just so happens to be super fragrant and pure... **93 points, Dave Brookes, Halliday Wine Companion**

I really enjoyed this modern expression of Barossan Grenache blend. It showed that natural generosity of fruit seen in quality Grenache but also impressive underlying complexity that will build over time. **92 points, Angus Hughson, WinePilot**

## 2021 BAROSSA SHIRAZ

In the big, bold and luscious style that is the indelible mark of Elderton.

**93 points + rated special value for money, James Halliday**

Archetypal Barossan shiraz, hitting all the marks: power, polished oak, florals, very ripe darker to bluer fruit tones and a lick of heat across a sumptuous finish. What's not to like?

**92 points, Ned Goodwin MW, JamesSuckling.com**

This is a red wine that will please a lot of folks. It's generous, it's creamy, it has that feel of bourbon-and-sweet-plum and it slips down smoothly. Right in the groove, this one.

**92 points, Campbell Mattinson**

## 2021 BAROSSA CABERNET SAUVIGNON

It's splendidly ripe and inviting on the nose... The palate displays excellent focus and drive, beautifully complemented by succulent fruit intensity and fine texture. Layers of chalky tannins provide structure and frame, finishing long and delectable.

**94 points, Sam Kim, Wine Orbit**

This is a fresh-faced style but what sets it apart is the depth of fruit... **91 points, Campbell Mattinson, The Wine Front**

Excellent richness and concentration for a wine of its price.

**91 points, Huon Hooke, The Real Review**

## 2023 BAROSSA MERLOT

This new vintage will be released in coming weeks.

## 2023 EDEN VALLEY RIESLING

Our 2023 Riesling is produced purely from our own plantings at Craneford and we are super excited about the consistency and stylish nature of this Riesling.

**Gold medal, Royal Melbourne Wine Show**

Juicy and mouth-watering on the palate with a brisk, minerally lime and a real lipsmacking rapidity to the finish. Clean, dry and racy. **92 points, Dave Brookes, Halliday Wine Companion**

## 2023 EDEN VALLEY CHARDONNAY

As a single site wine, our Eden Valley Chardonnay will always show typicity of the vineyard, whilst varying with what each season brings.

Cream-dotted citrus fruits flow on the palate, which shows excellent drive and a blast of lemon curd on the exit.

**91 points, Dave Brookes, Halliday Wine Companion**

## 2022 GOLDEN SEMILLON \*LAST STOCKS EVER\*

Our Golden Semillon is not produced every year - only when vintage conditions are considered favourable for a later harvest of our Semillon, allowing the development of the unique characters required in this luscious style.

## DUKE OF WELLINGTON CELLAR TAWNY \*LAST STOCKS AT CELLAR DOOR\*

Duke of Wellington was the name of our tawny port made through the 1980s and we have revived the name for this wine. It is a tribute to Lorraine's late father (named Wellington, nicknamed Duke) who originally found and bought the Nuriootpa property in the late 1970s.

## 2022 BULLET SHIRAZ

Launched in 2018, we are excited for the third release of this wine. Made to showcase all the hallmarks of good early drinking Barossa Shiraz, the wine has a beautiful richness and is yet extraordinarily supple having been aged in barrels that formerly held our Command Shiraz. It is the curious little parcels of Shiraz from the 2022 vintage that have a chance to shine in this blend.







*Elderton*

**ELDERTONWINES.COM.AU**