

# PULL THE CORK



## A WORLD OF WINE FLAVOURS

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## NEWS FROM THE WINERY

Q. How did it get to November already? A. Time flies when you've been overseas for a month! In early October, Mum and Dad were due to head to Germany...  
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## LIFE AFTER BREMERTON?

I am at one of the most exciting and scariest times in my life. I have been at Bremerton now for 15 years and am about to embark on a whole new challenge...  
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## SEND WINE TO THE UK!

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## A NEW LOOK FOR OUR FOUNDERS...

**We may have tweaked their appearance, however the contents are our best ever!**

Rebecca and the winery team have delivered yet again, all the while Lucy and the Bremerton marketing team have been busy bringing you a fresh new look for our favourite wine!

Now the **2007 Wiggy** stands proudly next to CHW (next release October 2012), as our founders Mignonne and Craig do, and if you push them close enough together you will see this pair was just meant to be!

Available in the Cellar Door or through mail order, the new 2007 release Wiggy is ready just in time for all your Christmas and festive celebrations! Cheers!

## A WORLD OF WINE FLAVOURS

**With Spring well underway and Christmas just around the corner, it's the celebration season.**

We have been keeping our Banana's B1 (Bec Willson) and B2 (Bec Kidd) well and truly out of their pyjamas over the last few months. The winemaking team has been under the pump to deliver you an exotic array of exciting new releases and wine styles and I must say they have done a very impressive job!



When I think of this time of year, it's the start of the bubbles season. We have recently released our **2007 Wiggy**, a 100% bottle fermented sparkling chardonnay made in the traditional method (fermented in the bottle) from its origins in the southern Champagne region of the Cote De Blanc (producing Blanc de Blanc). This is the real deal folks. No shortcuts made here, our Wiggy, having aged gracefully on lees (yeast) for three years, giving the wine texture and creaminess before dosage (shooting out the lees and topping up). A truly elegant sparkling wine, a reflection and tribute to our Wiggy (Mignonne Willson, co-founder of Bremerton).



Whilst we are talking chardy, we see the new release of our **2010 Reserve Chardonnay**. A tight-knit style with edgy acidity balanced by fermenting in fine grain French oak and the use of battonage (stirring of the yeast lees whilst in the oak barrels). As my mind wanders into the wonderful world of chardonnay I see myself sitting on the top of the hill of Corton, Burgundy, France sipping on some chardonnay and downing freshly shucked oysters...

This brings me to share a very interesting story from the hill of Corton.

Emperor Charlemagne, land holder of the hill of Corton circa, mid 770's. His vineyard holdings once 100% planted to pinot noir. According to legend his wife had insisted white grapes be planted on the site, to avoid his beard being stained by red wine. Is that why Craig Willson's moustache has disappeared?



Moving across the border into Italy I find myself in Piedmont (Northern Central Italy). One of the underrated stars of the Piedmont wine region is Barbera and no, I'm not talking about your great aunt here, but a red grape variety that is medium bodied, fragrant, fresh with naturally high acidity. As my passion builds talking about Barbera (pronounced, Bar Bear Ra) I salivate on the thought that the cellar door girls will one day make me one of our famous Mediterranean platters and pour me a glass of the new Barbera, as it craves food and is ideal with a salami platter

or any meat with a tad of fattiness. Our **2011 Barbera** fruit was looking so clean, fresh and pretty we decided to keep it that way. Old oak for the ferment (as a ferment vessel only) and into bottle to produce a Nouveau style (a term used for the first red wine released each vintage from the region of Beaujolais, on the third Thursday in November globally). This is a new exciting addition to our wine range and no doubt will sell out over the warmer summer months.



One of my favourite varieties, **Malbec**, will be released on Boxing Day from the strong 2010 vintage and is sure to pack a punch, and possibly could knock out the boxing kangaroo. A popular wine within our stables and a varietal growing in popularity, with world wine regions such as Mendoza in Argentina being recognised for producing quality Malbec. This varietal originates itself from the French wine regions of Bordeaux and more so in Cahors (South West France). Unlike the tannic beasts of Cahors, Langhorne Creek Malbec tends to be mid weighted, fragrant, with a savoury edge. Another fantastic wine destined for the dining table with food.

So there you have it, a smothering of new release wines from Bremerton over the festive season for all occasions. A world of wine flavours out of our region. The unique, Langhorne Creek.

Ciao!

**Nick Penprase**  
Sales Manager



# NEWS FROM THE WINERY



Rebecca outside a Moevenpick wine shop!

## WINEMAKER UPDATE!

### Q. How did it get to November already?

A. Time flies when you've been overseas for a month!

In early October, Mum and Dad were due to head to Germany on a two week promotional tour with our importers Moevenpick Wein... Next time Dad, you don't need to go to the extreme of getting hospitalised with Pneumonia just to get out of doing the trip. Needless to say, I was on the next plane to Berlin, and Craig recovered rather quickly!

The visit started in Berlin where I also managed a half day to walk the path where the Berlin wall dividing East and West Germany was, and the famous Check-point Charlie, etc. Amazing history that happened in my lifetime!

The tour also included stops in Hamburg, Munster, Bielefeld, Hannover, Dortmund and Dusseldorf.

The opportunity to provide training to Moevenpick wine store managers and staff was invaluable as they are the ones recommending and selling our wines to the consumer. I was armed with the iPad full of photos, history, family information and most importantly wine to taste with them.

We also conducted in store tastings for customers and held several wine and dine events in wine bars, of course there was a lot more English spoken by the guests at the end of the night after a few wines, than at the start!

My travelling adventures then saw me home for three days before heading off on a long planned trip with Tom, Isabel and Maggie to

Langkawi, Malaysia where we were married five years ago! This was a very different pace with lots of swimming, beach fun, sunshine and cocktails (adults only). The family has returned re-energised and armed with a lot of cheap souvenirs! (The girls like shopping just like their mum!)

The next adventure is the annual lead up to Christmas and vintage 2012. Busy times, but I love it!

Have a great Christmas and I hope we see you at the cellar door over the festive period. If not, think of us while enjoying a bottle of Bremerton wherever you are!

Cheers,

**Rebecca Willson**  
Senior Winemaker

## WHAT'S BEEN HAPPENING IN THE WINERY?

### Over the last couple of months we have been busy blending up the 2010 Selkirk Shiraz and 2010 Coulthard Cabernet.

These blends are made up of a number of different parcels of Shiraz and Cabernet wine, which have come from various different blocks in the vineyard. The skill in blending these wines is to try and achieve the best wine blend possible while staying true to the style and showing best expression of regional character.

2010 really was an outstanding vintage for reds, and it definitely shows in our new blends – they have rich vibrant colours and are showing great flavour intensity and delicious texture!

In the winery, the crew are now starting to get into pre-vintage mode. They are sorting empty oak barrels in preparation for refilling with the new vintage wines, are starting their annual big clean of the winery, and generally gearing up for the busy times ahead.

The next step is to recruit our team of casual harvest workers, which usually includes a few international 'characters' who provide us with insight into the way wines are made all over the world as well as being great assets to our team.

Bye for now,

**Rebecca Kidd**  
Winemaker

## TREE PLANTING DAY

### In September we held a tree planting day for all the Bremerton staff, as Vanessa our enviro guru propagated some trees for life seedlings at her house.

All trees and shrubs planted were species that are indigenous to our region, and included Drooping Sheoaks, Dry Land Teatree, Scarlett Bottlebrush and Old Man's Beard.

A great day enjoyed by all, not to mention a great chance to give back to our local ecosystem and further build up the natural corridors used by animals in the area, as well as providing us with some good exercise and the opportunity for team bonding!



Adam and Jason bonding over our new buds!

## BREMERTON GIFT HAMPERS

### Are you searching for client or staff gift ideas? Are you simply looking to spoil a friend or loved one? Look no further! We've got you covered.

Bremerton is again offering Christmas Gift Hampers! Let us take the hassle out of Christmas for you.

Choose one of our designs, or we can create a custom hamper especially for you.

Contact us on (08) 8537 3093 or email [info@bremerton.com.au](mailto:info@bremerton.com.au)



# 2011 VINTAGE

**cheap seats; the lowest priced seats in a theatre or stadium, typically located on an upper balcony, bleachers, nosebleed seats.**

There has been much commentary regarding the state of play within the Australian Wine Industry, and even more dialogue concerning its future. A great deal of this has been offered by inhabitants who are unquestionably conversant about the particulars contiguous with:

1. *Wall St, calculators, and striped business shirts with white collars, OR*
2. *The floral nuances of a 1978 Château Margaux and believes the movie 'Sideways' is a documentary about Merlot, AND/OR*
3. *The geological history of the Colonnades Shopping Centre and its importance to the wine world.*

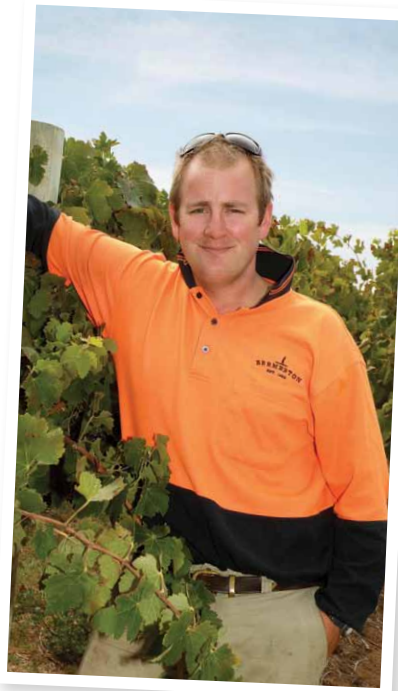
For those who are unaware of the precarious situation facing Australian wine companies and have been barricaded up, living on the Bremerton Wine Society Sisters Red Selection delivered bi-annually and gorging packets of Dark Chocolate Tim Tams for the past 3 years, I will give you a quick synopsis:

- a. *Production of grapes large = production of wine large.*
- b. *Production large, demand not so large.*
- c. *Production large = grape returns \$ very small.*
- d. *High \$AU = low exports.*
- e. *High \$AU = cheaper imported wine.*
- f. *Word.*

Australia took a short-sighted approach setting a 25 year goal for an immature industry that was achieved in less than five years, primarily driven by massive investment encouraged by men in striped business shirts with white collars for taxation, rather than a response to market conditions.

The industry grew so quickly that the mechanisms needed to support it such as a national vineyard registry (we don't really know how many vines are out there) and strong national grower bodies were all secondary thoughts.

2011 vintage should have been the auto-correct function on the industry – a chance to shift some of the supply/demand imbalance and give some businesses the final wink to say "that'll do pig, that'll do".



This did not occur. A multi-strategy approach is now required by both Grapegrowers and winemakers in addressing some of the issues. Here are a few things which might help:

- I. *Removal of unviable vines – Not only to reduce production, but to reinvigorate regions, selection of better clones, varieties and sites which are adaptable to climate change and suited to particular sites.*
- II. *Halo effect – Australia's premium brands and iconic wines should be our introductory wines, which then creates a natural demand cascade.*
- III. *Wine critics, writers and the show system need to be more transparent, with both the good, bad and ugly being accountable. Like food, critics award Michelin stars to those who have excelled, but also let consumers know when their steak was overdone and the service was crap. The positive enforcement will drive producers to make better wines and deliver a better experience.*
- IV. *Increasing the regional focus with tourism, food and wine, making the industry more about experiences and unforgettable moments, rather than just the vino.*

The fix is not easy and will cause some people currently holding tickets for the front row to exit the industry. It will be those companies with strong family values, loyal customers, regional focus and great wine who should ultimately be left standing. Bremerton plans to be one of them.

Til next time,

**Tom Keelan**  
Vineyard Manager

## WHAT ARE THEY SAYING?

### TAMBLYN 2009

Everyone's favourite wine on last year's 100 Best Roadshow, 2009 Tamblyn takes Cabernet, Shiraz, Malbec and Merlot and magics it into an irresistible potion which grabs and then holds onto your attention. With berry and spice jousting for attention, hearty tannins and aromatic American and French oak all in the mix, it's no wonder that this classy specimen has made so many friends of late.

**100 Best Australian Wines**  
**Matthew Jukes**

### OLD ADAM SHIRAZ 2008

Deep in colour, with a super-ripe bouquet of liqueur soaked black fruits, charry oak and fresh bitumen; the palate is very warm, rich and ripe, pushing the envelope in this regard; long, dense, chewy and full of fruitcake to conclude. Drink by: 2020.

**94/100 – James Halliday**

### RESERVE CABERNET 2007

Deep and compelling pure cassis bouquet, with thyme and cedar a strong component; the palate is compact, full of luscious black fruits, seasoned with a suggestion of mint; long, rich and harmonious.

**94/100 – James Halliday**

### COULTHARD CABERNET SAUVIGNON 2009

A medium-weight elegant style of Cabernet. Silky smooth palate structure with fine supple tannins. Has nice oak treatment. Has slightly minty character with red berry and some juiciness. Gets about 30 per cent new oak, which just lifts the palate.

**90/100 – Ray Jordan**

### SELKIRK SHIRAZ 2009

Langhorne Creek delivers authentic, generous Shiraz at a weekday price. Plums, cherries, mixed spice and lingering pepper amid textured tannins, dark chocolate oak and a vibrant red cherry finish.

**91/100 – Tyson Stelzer**



# IS THERE LIFE AFTER BREMERTON?

**I am at one of the most exciting and scariest times in my life.**

I have been at Bremerton now for 15 years and am about to embark on a whole new challenge... motherhood. I am not sure whether there is greater apprehension about the nurturing of this new life Ben and I are bringing into the world, or the letting-go of the 'baby' I have had for the last 15 years?

Whether we are evening up the gender stakes and bringing some testosterone into the mix, or continuing with the ever increasing girl power, is yet to be seen! I look forward to sharing our good news around the New Year and sipping on a glass of Wiggly to celebrate!

It seems I am just following suit as we have had four new additions to the extended Bremerton family this year:



Annie

Siena

Max

Charlotte

Megan from Cellar Door (and Jarrad) welcomed baby Charlotte on May 2nd

Olivia from accounts (and Dan) welcomed baby Max on July 27th

Emma from Cellar Door (and Josh) welcomed baby Annie on August 13th

Nick our sales manager (and Rachel) welcomed baby Siena on September 1st

I am certainly not going to be a stranger, just not as much of permanent fixture as I have been!

**Lucy Willson**

Mum-to-be

## NEW FACES

**Welcome Georgina O'Driscoll and Anna Novy to the Bremerton team!**

Georgi has been with Bremerton for almost three months in regional sales and is loving her new role. Georgi lives locally, at Milang, and is a mother of three young children, her youngest starting school next year! Georgi loves tennis, cooking and, of course, wine, particularly Bremerton's 'Wiggly'!

Anna has recently joined the team at Bremerton in the role of Marketing Co-ordinator & Cellar Door Supervisor. Based in Mt Barker, and married earlier this year, Anna loves coffee, travel and wine. As a long time fan of Bremerton wines, but new to Langhorne Creek, she is enjoying exploring the region and sampling the local produce!



Georgina O'Driscoll and Anna Novy

## 3 YEARS AT BREMERTON

**My, how time flies...**

It is hard to believe but I am three years into my vine change at Bremerton. Where has the time gone? 2011 will be remembered for many things, and in my world, 2011 includes turning 50. If three years has flown by, what about the last 50... yikes.

As I get older time is really going faster. This was my learned thought until my son pointed out it is not going faster Dad, you are going slower. Well I took umbrage at this and would have disciplined him if I could have caught up with him to do so. Just like time appearing to go faster; is it really tougher in business today than it was in the good old days?

It is certainly tough with talk of double dip recession, Europe's and North America's debt crisis, wine gluts, fuel prices through the roof, floods, earthquakes and so on but these trials are not new – they have been happening each and every year for centuries, way, way

back to when our founders were children. What gets people through is attitude. We get to choose our attitude, so what do you choose?

In thinking this over as 2011 draws to a close and we enter another festive season, I choose to consider my glass half full. So I raise my half full glass and thank all of the Bremerton family for their help and support during the last three years. I wish all of the readers and your loved ones the very best for the festive season and 2012, cheers. Oh and you know the other good thing about Bremerton – your glass does not stay half full for long.

Until next time, take care.

Kind regards,

**Mark Ashenden**

Managing Director

*P.S. Please ring us at Bremerton to keep that glass at least half full.*



Langhorne Creek is less than an hour from Adelaide via Mt Barker. If you're travelling from the eastern states it's a great alternative route to Adelaide, the Fleurieu Peninsula or even Kangaroo Island.

**BREMERTON WINES**

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[www.bremerton.com.au](http://www.bremerton.com.au)

## CELLAR DOOR

**Are you looking for a place to relax and unwind with a refreshing glass of award winning wine? Well then, head to Bremerton!**

Our Cellar Door is the ideal place for a long leisurely lunch with family and friends, right in the heart of the Langhorne Creek wine region and only 50 minutes drive from Adelaide.

Experience inspiring fresh, light flavours with a focus on regional produce, designed with perfect harmony to our wines. Try one of our platters, or a homemade pizza!

We are happy to welcome your little ones with offerings especially suited to children. We will cater for dietary preferences and requirements wherever possible – a vast array of treasures for all tastes.

Bremerton is the perfect place to escape the hustle and bustle of Christmas! Stop and relax in the sunshine with an alfresco lunch or simply enjoy a glass of wine or coffee in our stone barn.

Open every day (excluding Christmas Day), 10am-5pm for lunch and wine tastings. To book, contact our office on (08) 8537 3093. We look forward to seeing you!



## UK CHRISTMAS OFFER



**Price: £82.95** PRICE INCLUDES UK MAINLAND DELIVERY



**Would you like to send a Christmas or New Years gift to a friend or relative in the UK?**

We have the answer! We have put together a Bremerton Mixed 6 pack which we can deliver to their door with a personal message. Simply fill in your details on the UK Wine offer insert and phone/email/fax/mail it back to us. Simple as that! Email us at [info@bremerton.com.au](mailto:info@bremerton.com.au) or phone us on (08) 8537 3093

- 1 x Matilda Plains Sauvignon Blanc 2010
- 1 x Bremerton Verdelho 2009
- 1 x Bremerton Racy Rosé 2010
- 1 x Matilda Plains Shiraz Cabernet 2008/9
- 1 x Bremerton Tamblyn Cabernet Shiraz Malbec Merlot 2009
- 1 x Bremerton Selkirk Shiraz 2008

## KEEP US UPDATED SO WE CAN KEEP YOU UPDATED!

In order for us to keep you posted with the latest news, releases and specials we have our 'Pull the Cork' online newsletter. Simply subscribe at [www.bremerton.com.au](http://www.bremerton.com.au)

If you have recently changed your email or postal address, please send your changes through to [info@bremerton.com.au](mailto:info@bremerton.com.au)



## DIARY DATES

### DECEMBER

**25th** Christmas Day  
 – Closed  
 .....  
**26th** Boxing Day  
 – Malbec Release  
 .....

### FEBRUARY

**19th** The Tuscan Table,  
 2012 Annual February  
 Function  
 .....  
**24-26th** Cellar Door  
 Wine Festival, Adelaide  
 Convention Centre  
 .....

### MARCH

Tamblyn Release  
 .....  
 Lagrein Release  
 .....

### APRIL

**6th** Good Friday  
 – Closed  
 .....  
**28-29th** Feast for the  
 Senses, Elder Park,  
 Adelaide  
 .....

### MAY

**1st** Old Adam & Reserve  
 Cabernet Release  
 .....

### JUNE

Selkirk Release  
 .....