

PULL THE CORK



NEWS FROM THE WINERY

With the dust well and truly settled on another vintage, its time for reflection, contemplation and a large amount of cleaning (both of winery, body and soul).
page 2

A WORD FROM THE BOSS

Having now officially completed his 1st Vintage and first 8 months at Bremerton, it is time for the mirror trick, a little reflection ha!
page 3

TOO COOL FOR SCHOOL

Tom's vineyard report, just how cool is Verdelho?
page 4

WIN A PREMIUM DOZEN!

page 6

NEW STATE, JOB, VINTAGE AND OLD ADAM....

I've now been at Bremerton for the busy 3 month Vintage period...I relocated to Adelaide back towards the end of January with my wife Rachel and our now 6 month old son Luca. The pace of Langhorne Creek is certainly a little different from my home town of Sydney. My drive from Adelaide each day equates to about the same time as the 7km drive from my old residence at Tamarama Beach into Sydney's CBD. My new role as National Sales Manager at Bremerton is an exciting challenge and with the fantastic team here we look forward to kicking some further goals in the future.

The quality of the 2009 vintage looks to be outstanding. We are pleased with the quality and volumes of Cabernet this year... I recall saying to Tom our Vineyard Manager "If the Cabernet is a cracker, pick the whole damn lot!" Our Shiraz crop was slightly down in volume but still great quality.

The **2007 Tamblyn** is now available, showing some nice spice notes from the Shiraz component whilst the Cabernet is lingering in the background waiting to come forward... If you have not seen the new vintage its certainly worth grabbing a few bottles for the winter months.

The **2006 Old Adam Shiraz** and **2005 Reserve Cabernet** were released on the 1st of May (co-incidental on the same day as Penfolds Grange and Henschke's Hill of Grace, nice work Lucy!) A big hat goes off to the husband and wife team (Tom & Rebecca) in achieving the enormous quality of these two wines. There's still a small amount available through the cellar door and mail order, so get in quick!

Old Adams' little brother (or little sister), 2007 Selkirk Shiraz was released on the 1st June. Looking at the wine; it's showing some lovely fruit purity with great palate feel and an exceptional spicy persistent finish. This is a serious Shiraz and will benefit with a little further bottle maturation... Buy a case and

store it away for a few years and reap the rewards of patience...

Anyway its back to the grind "time for a coffee"...

Nick Penprase
National Sales Manager



BREMERTON TURNS 21!



The Willson family along with Bremerton's closest friends, associates and biggest supporters kicked up their heels and partied the night away to celebrate 21 years of Bremerton. Like any 21st, there were speeches, photos, tears, laughter, birthday cake, dancing, good food and of course fantastic wine. We look forward to the next 21 years and what that will bring!



TROPHY
– 2005 BEST
OF VINTAGE
(B.O.V.)
SHIRAZ
CABERNET!!!

Rebecca and Lucy's pockets were a little heavier when they left the recent Langhorne Creek Wine Showcase Luncheon. Competing against over 100 wines produced from the region, we collected the trophy for the Best Red Blend! Congratulations to Rebecca and the winery/vineyard team for producing such a fantastic wine.





Back from left Ronnie, Nick, Rebecca, Ness, Mari Lou, Jason, Lachlan. Front from left Daniel, Vera.



The Bremerton Vintage crew rocks!

NEWS FROM THE WINERY

With the dust well and truly settled on another vintage, its time for reflection, contemplation and a large amount of cleaning (both of winery, body and soul).

Winemakers and vigneron alike were a nervous bunch in the lead up to this vintage, with memories of last year's heatwave conditions were seared into the minds of many. However, as with most events in my life, it all started off respectfully enough....

Our Chardonnay, Verdelho and Sauvignon Blanc came off in fine fashion and with great varietal character, thanks to a long, cool ripening season. However all eyes were on the weather map, as a dirty great big high pressure system "waddled" its way towards us.

Our worst fears were realised when cyclonic activity in northern Australia meant that "the beast" was left sitting over the Fleurieu Peninsula (yes, I blame Queensland, beautiful one day....stuffing up our vintage the next). Temperatures started to climb and both vine and vigneron started to sweat. At one stage, it seemed our carefully planned vintage was going to turn into jam.

Call it divine intervention or just damn good viticulture (some would say the distinction between the two is "fuzzy" at times), but the high pressure system eventually moved on and the majority of our vines held up splendidly. In fact, from then on in, our grapes ripened well and were brought into the winery in a "respectable" fashion (instead of hitting us like a tidal wave as in other years).

Quality across the board looks great, with some outstanding parcels of Cabernet Sauvignon and Shiraz. Perhaps Cabernet will be the standout variety for this vintage, but time will tell, as both look strong.

I must note the efforts of Daniel Cameron who is our new full time cellarhand. Daniel started with us a few months before vintage having never worked in a winery before and has picked up things extremely quickly. With a nice blend of sarcasm, self denigrating humour and acerbic wit, Daniel is fitting in just nicely thank you. Working alongside and guiding Daniel were Jason and Ness keeping the vibe happening and leading the vintage pack! Thank you guys.

Other vintage helpers included Veronica Owen, a local legend, who was brave enough to come back to us for a 2nd vintage (good on ya Ronnie) and Nick Chappell, a trainee winemaker who has enhanced the economies of a few small African nations with his gargantuan coffee consumption. Special mention must also go to two people, who without them, vintage would not be the same. The first being Vera Patricio, a winemaker from Portugal, who crossed hemispheres to help us with vintage - we wish her well as she heads back home. The other being Mark Ashenden, our new Managing Director and fearless leader, who tried his hand at Vintage for the first time.

With many of our 2009 wines safely through Malolactic fermentation, we are about to set our sights on the 2008 blends. As previously suggested, the 2008 Shiraz and Malbec as a whole are looking stunning. It will be a little while before these wines are released, but keep an eye open for them.

Anyway, must get going (Trust you all did the patriotic thing and spent your stimulus payment on Bremerton wine - "Stimulus for Stimulants" is my motto).

Bye for now

Lachlan Duncan
Winemaker



PULL THE CORK

A WORD FROM THE BOSS

Having now officially completed my 1st Vintage and my first 8 months at Bremerton it is time for the mirror trick, a little reflection ha! I have still got it.

I do admit to being rather fascinated and intrigued with vintage overall and at vintage end these feelings remain, and apparently they do this vintage thing every year.

Overall the harvest went well and I have admired the skill on display from the teams both in the vineyard who grow the great grapes and in the winery as they make the fantastic wines. From bud burst coinciding with my arrival to the really important time of getting the grapes off and to the winery my first 8 months has truly been action packed. With the benefit of 20:20 hindsight vision the 2009 Vintage clearly benefited from the vineyard work in the past year or so. The mulching programs with soil improvement and targeted irrigation plans delivered good canopy cover and rewarded us with above average quantity and quality across all varietals. This has unfortunately not been the case in all wine regions and the industry generally is in the midst of a tough time but we did ok.

I am told my timing in leaving the finance industry 2 days before the GFC erupted was not that bad and while this wine game is not easy it is a whole lot better than what faces my former colleagues in the finance industry.

My comment of the vintage comes from a certain vineyard worker who shall remain nameless (Danny 007 and a bit Craig oops did I say that out loud) "vintage is what we work the whole year for; it is like a footy grand final that lasts 4 months".

On top of successfully leading the vineyard & winery through the 2009 vintage (a stretch but ... hey I am the boss) we have seen the sales & marketing teams go through a very busy period. At the pointy end of the business (sales) Bremerton continued to be very busy combining long table lunches, exceptional weekend trade in the cellar door; release of new vintage wine including Reserve Cabernet and Old Adam Shiraz with a gala party celebrating 21 years of business by Bremerton.

As a sign of just how busy we have been I have turned by gnarly hands to cellar door duties, hosted a long table lunch, did some pumping over in the winery and got my hands dirty in the vineyard. My learning's were many, but the knowledge that the snips cannot differentiate between fingers or stem, and the pickers are not a sympathetic lot is the pick (excuse the pun). While at the winery I finally got to the bottom of "pumping over" a process whereby we pump the fermenting juice from the bottom of the tank and pour over the skins to extract the right amount of color and tannin, my early visions of the act of pumping over were far more graphic but hey at least it is legal in all states ...even Tasmania.

To top off a very hectic period we managed to appoint a new Sales Manager at Bremerton (welcome Nick Penprase) and we are now searching for a new winemaker with Lachlan set to take a turn as a winemaker in Sweden. I did not even know they grew grapes in Sweden but hey they make a good car; have a singing group of note (so I am told) and now a winemaker of equal note. Good luck Locky and thanks for your absolutely great efforts at Bremerton over the past 6 years.

Until next time take care,

Mark Ashenden
Bremerton Managing Director



WHAT ARE THEY SAYING?

2008 VERDELHO

"With teeth-squeaking crispness and chimpanzee-like agility, this pocket rocket Verdelho cavorts around your palate, pressing all of the right buttons..."

Matthew Jukes
100 Best Australian Wines 2009

2006 TAMBLYN

"Langhorne Creek is a massively important wine region in Australia and Bremerton is its beacon of excellence...Tamblyn uses it's finest notes of each of its constituent varieties to play the most soulful music in the glass"

Matthew Jukes
100 Best Australian Wines 2009

2008 RACY ROSE

"A wacy wosé made for a womantic evening in with a wonderful wady, Webecca Willson continues to craft wich, wipe woses´ which will guawantee that you have a wipper of an evening with your bewoved."

Matthew Jukes & Tyson Steltzer
Taste Food & Wine 2009

2006 OLD ADAM SHIRAZ

96pts

Lots of spearmint and chocolate here...Will be another ripper. Has all the components in fine and appropriate measure... Impressive.

Campbell Mattinson & Gary Walsh
Big Red Wine Book 2009/10

2005 RESERVE CABERNET

94pts

Lots of chocolaty, curranty flavor. Soft and supple and flavoursome...This will become a beautiful wine...the texture, and length, are the key drivers of quality.

Campbell Mattinson & Gary Walsh
Big Red Wine Book 2009/10

TOO COOL FOR SCHOOL

One of new key drivers in the Australian Wine Industry at the moment is the alternative varieties movement. Growers and winemakers seem resolute to pull out the well-known and replace it with the different. But when is alternative not alternative? When is being conventional actually being alternative? When are you cool when actually you think you're uncool? Confused – let me explain...

Take our beloved Verdelho, our flagship white variety (very cool). The variety comes from the Portuguese island of Madeira, where it's fortified as an aperitif or dessert wines, and is always made medium dry to medium sweet (slightly uncool). It came to Australia in 1824 before many of today's more common varieties. It has been part of our wine history for longer than today's better-known varieties but is not professed to be a mainstream variety, maybe even uncool. But should Verdelho's current obscurity allow it to be defined as a cool, hip alternative grape variety? Cool things come along because they are uncool for so long. It is inevitable.

The thing we have to avoid with our alternatives is that they don't become uncool again. As soon as chic goes mainstream, it no longer is perceived as being chic. Everyone wants their wine to be cool. Many succeed. But in doing so, they will become uncool. A lot of advertising and marketing folk will forever try to tap into the cool. The trap here is that once a thing becomes cool, it automatically



gets labelled uncool by others. Things that catch on will get dismissed by others– it is simply the nature of the cool.

Consider New Zealand Sauvignon Blanc (very uncool). The early 00's hipster drink of choice it became too easy for the non-cool to act cool. Carrying a bottle of NZ SB became a badge of being in; the original in-crowd didn't like the uncool people becoming cool because it made their cool wine uncool. Being cool can't be easy.

This is the Australian Wine Industries conundrum. While most continue to drink NZ SB because it is dirt cheap, the one's who made NZ SB cool are probably now drinking the Bremerton Verdelho because it's cool.

You as wine consumers must constantly stay ahead of the cool-passé pendulum swing.

Obviously, cool is subjective. It is polarizing. It is fickle. At Bremerton, the thing we do is accept the cool, and stay true to our supporters that find our brand cool as well.

NEW FACES AND FAREWELLS AT BREMERTON



We welcome **Nick Penprase** to the team as **National Sales Manager**. Nick has relocated from Sydney to the hustle and bustle of Langhorne Creek and has managed to fit in to the day to day craziness of Bremerton very well.

We also welcome to the Cellar Door team **Janine Schutz**. Janine has joined us in the day to day tasks of Cellar Door. Expect her bubbly

smile to greet you when you visit our Cellar Door next.

After 6 years working along side Rebecca as winemaker in the winery, we are sorry to see **Lachlan Duncan** leave us. Lachlan has taken a full time winemaking position in Sweden; we wish him luck for his future winemaking endeavors.



CELLAR DOOR WINTER MENU

Celebrate the winter rains (positive thinking goes a long way) and join us in the cellar door with a glass of your favourite Bremerton wines next to the roaring fire. Make a day of it and stay for a bowl of Mignonne's delicious homemade soup followed by a hearty beef & red wine pie or chicken & white wine pie. Along with our winter menu, our platters and pizzas are also available daily. We would love to see you here, but recommend you book on (08) 8537 3093 to avoid disappointment.



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

Strathalbyn Road, Langhorne Creek
South Australia 5255
Tel +61 8 8537 3093
Fax + 61 8 8537 3109
Email: info@bremerton.com.au

PO BOX 139
Langhorne Creek, South Australia 5255

www.bremerton.com.au



WIN A PREMIUM DOZEN!

Simply place an order before the end of July and go into the draw to **win a Bremerton Premium dozen** including 6 x 2006 Old Adam Shiraz, 3 x 2005 Reserve Cabernet & 3 x 2005 Best of Vintage (valued at \$630).

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 6 weekly 'Pull the Cork' online newsletter. Simply subscribe on www.yournews.com.au/bremerton www.yournews.com.au/bremerton.

If you have recently changed your email or postal address, please send your changes through to info@bremerton.com.au.



DIARY DATES

JUNE

2007 Selkirk Shiraz release

JULY

Ciel - Fortified White Wine release

Mistelle release

AUGUST

2007 'Special Release' Cabernet Sauvignon release

15th & 16th Langhorne Creek Cellar Treasures weekend

SEPTEMBER

2009 Sauvignon Blanc release

2009 Verdelho release

2009 Racy Rosè release

OCTOBER AND BEYOND...

4th Jazz on the Bremer

18th Bremerton's Annual Long Lunch

2005 'Wiggy' Sparkling Chardonnay release

2008 Reserve Chardonnay release

2006 'B.O.V.' Shiraz Cabernet Release