

SEPPELTSFIELD



MEDIA RELEASE

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SEPPELTSFIELD WELCOMES A NEW ERA WITH STUNNING WIN

Seppeltsfield tops 2011 Barossa wine show with a new focus on table wines

Australia's most iconic wine estate has received top honours at the 35th Barossa Wine Show. Seppeltsfield was awarded the prestigious **Appellation at the Louise Trophy for most successful exhibitor** in a momentous win last week. Seppeltsfield outclassed an impressive field of leading Barossa wineries to take home a grand total of three trophies and nine medals. They include the **Hugo Gramp Memorial Trophy** for the **2011 Elm Walk Eden Valley Riesling** and the **Riedel Trophy** for an innovative **2010 Grenache Shiraz Touriga** blend.

The prestigious accolades were awarded to the first table wines crafted in the re-opened gravity flow winery at the historic estate. The stunning debut is an inspiring coup for Seppeltsfield Managing director, Mr Warren Randall. He has been the driving force in bringing the grand estate back to life.

"It has been a great privilege to play a part in the dawning of a new age at Seppeltsfield," he said. "We are slowly raising the Titanic of the Barossa Valley and look forward to building on this success with an exciting future of exceptional table wines."

While Mr Randall has collected numerous accolades over an esteemed winemaking career, this is the first time he has been honoured with the top gong as the proprietor of Seppeltsfield estate. He was both thrilled and humbled by the triumph, saying

"There is an immense feeling of personal pride and attachment that comes with these awards. They are a tribute to the tremendous dedication and commitment of our vineyard and winemaking team over the past two years."

The prestigious trophies were bestowed by a panel of expert judges at the Barossa Wine Show awards dinner held at Chateau Tanunda on Thursday 15th September. Among them were chairman of judges PJ Charteris, influential wines scribes Nick Stock and Tyson Stelzer, wine industry stalwart Paul Henry and esteemed winemakers Matt Harrop and Peter Leske.

Seppeltsfield remains home to a long and illustrious fortified winemaking tradition dating back to 1851. Today, the mounting accolades for table wine herald the dawning of a new era. Warren Randall championed the restoration of Benno Seppelt's visionary 1888 gravity flow winery to world class facilities with a million dollar investment. 90 concrete and Mintaro slate open fermenters were completely revamped and fully lined with stainless steel for vintage 2010. They extend down the hillside on six terraced levels, each with a dedicated heat exchanger and new six inch must lines.

Housed in the original 19th century building, the gravity flow winery is geared towards small batch parcels for super premium table wine. At the helm is senior winemaker Fiona Donald, supported by Sue Franke. The winery team has embraced the design of the early cellar, managing hundreds of small ferments with soft handling and traditional techniques. The state of the art new open top fermenters afford excellent insulation and keep alcohols in check to deliver an elegant, European style of wine with soft, savoury tannins.

This recent trophy haul is both evidence and reward for the non-interventionist philosophy of crafting wine by gravity flow. Seppeltsfield has entered just two competitions in 2011 and walked away with four trophies from a handful of wines. Their first was the **Fabro-Weld Trophy** for a Priorat inspired **2010 Shiraz Grenache Carignan** at the recent Marananga wine show.

Senior winemaker Fiona Donald was delighted with the latest win, saying

"It's exhilarating being part of the awakening of such an old and distinguished site. All the belief, dedication and attention to detail have paid off. Our wines are a real team effort every step of the way."

According to Ms Donald, the highlight for the team was winning acclaim for their 2011 Elm Walk Riesling that rose from such a challenging vintage. The 'Garden of Eden' vineyard in the heart of Eden Valley was brilliantly managed by young viticulturist, Kingsley Fuller to produce outstanding fruit under very difficult cold and wet conditions. The wine sings with floral regional typicity, hallmark minerality and natural acidity.

"It's a terrific example of Eden Valley with perfumed aromatics, powdery mineral acidity and a core of citrus fruit running through palate," said Ms Donald. "This amazing natural acid structure is just lovely."

She was also buoyed by the success of the Grenache, Shiraz, Touriga blend. These varieties are the main varieties grown on the Seppeltsfield estate, but until 2010 were almost exclusively used for the production of fortified tawny and Vintage Para. Like the Portuguese artisans, recent years have seen Seppeltsfield making super premium table reds from beautiful old dry grown vineyards.

"After 158 years focused on premium fortified styles, we are excited to be making medium bodied, dry red wines from estate grown grapes," said Ms Donald. "They show wonderfully bright fruit and classic structure with high notes of spice."

Produced in very limited quantities, the trophy winning wines will be available direct from cellar door at the historic Seppeltsfield village before the end of the year and are expected to sell out over Summer.

A special offer cellar release dozen including 4 bottles of each trophy winning wine is currently available to pre-order customers for \$299. Orders can be placed via email to cellarsales@seppeltsfield.com.au.

PRICING (RRP AUD)	2011 Elm Walk Eden Valley Riesling	\$19
	2010 Grenache Shiraz Touriga (GST)	\$29
	2010 Shiraz Grenache Carignan (SGC)	\$39
	Cellar release dozen (pre order allocation)	\$299

STOCKISTS Available cellar door direct
cellarsales@seppeltsfield.com.au
seppeltsfield.com.au

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NOTES FOR EDITORS

Seppeltsfield is renowned as the home of iconic Australian fortified styles. Established in 1851, the great wine estate was a self-sufficient village employing over 150 workers in its heyday. It is now home to the world's largest unbroken collection of fortified wine dating back to 1878.

Private investors acquired the Seppeltsfield estate in 2007 and in 2009 Managing director Warren Randall joined Chairman Bruce Baudinet, Director Nathan Waks and Executive Director Warrick Duthy in awakening the grand old dame of Barossa. After decades of dormant existence, the pioneering spirit at Seppeltsfield is alive once more. A long term vision for the future is shared by the current owners. The revival of Seppeltsfield cellar door has brought together a growing collection of complementary artisan fare, including barrista coffee, handmade chocolate and boutique German style brews Barossa Bock and Barossa Blonde. The future of the village is in good hands, with the installation of a gourmet cooking school, restaurant, boutique accommodation and conference centre all in the works.

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