

WERE ESTATE

NEWSLETTER SUMMER 2010

WE'RE FIVE STARS AGAIN

James Halliday's Australian Wine Companion is the most comprehensive directory of the best wineries in Australia. In the 2010 edition Were Estate is rated as a five star wine producer, deeming us an outstanding winery capable of producing wines of very high quality and placing us in the top 15% of Australian producers.

He also awarded our 2007 Single Vineyard Reserve Chardonnay and 2008 Sauvignon Blanc with 94 points, naming the Sauvignon Blanc as one of the best of the best in its variety. That makes it one of the best sauvignon blancs in the country!

It's wonderful to see that the hard work of our small team is paying off and being recognised by Australia's leading wine writer. We continue to focus on creating unique, estate-grown wines that are representative of the Wilyabrup sub-region. From Jim who works tirelessly in the vineyard, to Steph at the cellar door and Clive in the winery we are striving to ensure excellence at every step and to deliver wines of exceptional value for money.

After the tragedy and upheaval that we experienced in 2009 we are looking forward to a prosperous 2010. With a wonderful sales team in place in Perth, Melbourne, Hong Kong, and in recent months Beijing and Shanghai, Were Estate will be available in more and more places. We also hope to expand back into New South Wales this year and venture into Queensland for the first time.

Thanks to everyone for their support throughout the year and we wish you a very safe and happy festive season.

Make sure you check out our wine specials online www.wereestate.com.au.



NEW RELEASE WHITES

We're delighted to release our 2009 whites expertly crafted by the illustrious Clive Otto! All three wines are delightfully fruit-driven and crisp with great intensity and length. Certainly a great way for Clive to kick off his winemaking for Were!

The 2009 Sauvignon Blanc has already been awarded a silver medal at the 2009 Small Vignerons Awards. A small amount of barrel fermentation has resulted in a luscious wine with wonderful texture and length. Already in high demand, be quick to secure some before we run out.

The 2009 Semillon Sauvignon Blanc is a 50:50 blend with fresh flavours of lemongrass, pineapple and orange blossom. It has nicely balanced crisp acidity with great structure and a long elegant finish. An ideal wine to accompany food.

The 2009 Rose is only our second attempt at producing a rose style wine. Made from Cabernet Sauvignon fruit and with a hint of sweetness. It's a beautiful raspberry red with pink hues. It has wonderful aromas of cherry, strawberry and rosewater; a palate full of red berries and a long finish. Again, an ideal wine to have as an accompaniment to food, particularly at lunch time. Don't be put off by thinking that rosé is a 'girls' drink - this wine is complex, luscious and made from the king of grapes.

The 2009 white wines are now available at our cellar door, online and through mail order. You'll also start to see them popping up in independent retailers and restaurants.

Our cellar door will be open Saturday - Wednesday over the summer.

WHERE'S WERE?

AMUSÉ Restaurant in East Perth is one of the latest venues to serve Were Estate. Amusé is the highest rated WA restaurant in the Australian Gourmet Traveller Restaurant Guide 2010. Vogue Entertaining and Travel said 'Husband and wife team Hadleigh and Carolynne Troy have put together a gorgeous package of innovative food, impeccable wine matching and knowledgeable, personable service'. Certainly worth a visit and now with Were Estate Sauvignon Blanc on the menu, even more so!

PELICAN Restaurant and Bar in St Kilda is now serving Were Estate, with the 2007 Reserve Chardonnay available by the glass. Pelican is a hip restaurant/bar on the very popular Fitzroy St that is ridiculously crowded during the summer months and still manages a healthy crowd during the winter. The food, mostly tapas style and all-day breakfasts, is also very good.

SILVER AT SMALL VIGNERONS

At this years Winewise Small Vignerons Awards we had a great result with our two newly released whites - 2009 Sauvignon Blanc and 2008 Reserve Chardonnay. Both were awarded silver medals with the Sauvignon Blanc equal second in its class and the Chardonnay equal third, pipping some rather well known and esteemed Margaret River Chardonnays at the post.

The 2008 Chardonnay has also just received 4 stars and a glowing review from Winestate Magazine. They said "*Lovely integration of peach fruit aromas with a slight toastiness and ageing characters. Lovely balance of spicy, yeasty palate with plenty of creamy malo.*" More simply put - delicious!

HONG KONG AND BEYOND

Were Estate recently attended the Hong Kong International Wine and Spirits Fair - a huge wine fair with over 500 exhibitors from around the world. Under the banner of our distributors, Montrose Food and Wine, the fair was a success and enabled us to show the sales team our new releases.

Were Estate is now available in some prestigious venues in Hong Kong, including the newly refurbished Marine Police Headquarters which has been converted to a luxury hotel. This heritage listed building was headquarters of the Hong Kong Marine Police from 1880's to 1997 and has been beautifully restored and converted.

Montrose have recently re-established their business in mainland China, namely Beijing and Shanghai so we look forward to Were Estate being available in those cities shortly.



VINEYARD REPORT - TOWARDS VINTAGE 2010

There is plenty happening in the Were Estate vineyard this year. A section of our original Cabernet Sauvignon block and Shiraz block are being grafted over to Semillon and Sauvignon Blanc respectively. This is in response to a national trend of increased white wine consumption which is being mirrored in our own sales. As the vineyard has historically produced more red fruit than white, we decided to align the vineyard production to reflect our sales trends.

The beauty of grafting is that it allows you to change grape varieties without having to pull out existing vines. It also means that there is only one year where there is no fruit production versus 3 to 4 years if we were to plant new vines. At this stage the old Shiraz and Cabernet vines have been cut down below the crown and the bud-grafting will begin in November/early December. We have gathered some fantastic bud material so we are really excited about the fruit that we will harvest in 2011.

We've had a wet winter this year, the wettest in recent memory and the waterholes are overflowing. Spring has also been particularly soggy and the vines are having a field day and growing like crazy. They are certainly having a great kick start to the growing season this year.

The vineyard looks immaculate due to hard work of Jim, our vineyard manager, and the team at AHA. A lot of the vineyard has been spur pruned this year apart from the Sauvignon Blanc which has been cane-pruned. Cane-pruning the Sauvignon Blanc helps to keep vigour under control and results in better quality fruit. This year we have laid a second wire so the Sauvignon Blanc now has four canes so we expect plenty of premium quality fruit this year.

All we can hope for is a steady warm summer to ripen the fruit. Be good to us Mother Nature!

Be one of the first to try our 2009 whites! See order form for pricing and tasting notes.