

## Light Shines on Ferngrove

Ferngrove Vineyards Estate began the year on a high note with senior winemaker Kim Horton being named Young Winemaker of the Year in the inaugural Australian Wine Selector's Shining Lights awards.

The Shining Lights awards, announced in January, predict those people who will be the 'Shining Lights' of 2005, and showcase the most passionate performers in every facet of the wine industry.

Kim, 31, was the only WA winner and was awarded Young Winemaker of the

Year for his exceptional winemaking ability in Australia's newest wine industry awards.

In less than five years, Ferngrove has established itself as one of WA's leading wine producers and is fast gaining a reputation as a 'shining light' in the national and international wine industry.

In the 2004 National Wine Show Circuit, seven wines from two vintages received a total of 11 gold medals including the trophy for the Best Western Australian Dry Table Red Wine at the Royal Perth Wine Show.

Ferngrove's 2004 Cossack Riesling was also recently selected for the Gold Award in the International White Wine category in the inaugural 2005 Spirits and Wine Asia (SAWA) awards in Singapore.

Kim attributes his and Ferngrove's success to 'having great fruit to work with'.

*"The opportunity to work with some of Australia's best grapes from the cool climate wine region of Frankland River is a great opportunity," Kim says.*



**"My greatest critics are our customers, and for me the biggest reward is when a wine I have made is enjoyed by them."**

2004 Young Winemaker of the Year, Kim Horton

## Partnership builds Ferngrove brand

Ferngrove Vineyards Estate is pleased to announce the appointment of red+white as its national distributor in Australia.

The inclusion of Ferngrove wines in the red+white portfolio is a first for a Great Southern-based winery.

Ferngrove Vineyards Estate chief executive Anthony Wilkes says Ferngrove is excited to be in partnership with red + white.

"red+white has a highly respected, professional sales team with a proven track record in building premium wine brands," Anthony says.

"Following the development of a new brand image, and a stronger shelf presence for the Ferngrove Vineyards Estate range late last year, the building of our brand in the national market place is core to our brand development.

"red+white's distribution network and Ferngrove's access to superb quality Frankland River fruit provides us with the opportunity to become a leading player in both the Western Australian and national market."



# A stylish trio

Ferngrove Vineyards Estate has quickly established a reputation as a premium Australian wine producer and the release of the 2003 super premium Orchid Range reds demonstrate why.

Ferngrove's 2003 Orchid Range red wines have wowed the critics and were awarded five gold medals on the 2004 National Wine Show Circuit.

Ferngrove Vineyards Estate chief executive Anthony Wilkes said the Ferngrove winemaking team have put their heart and souls, along with the finest fruit, into making the Orchid reds the best they can be.

"Ferngrove senior winemaker Kim Horton personally selects only the finest fruit from individual blocks demonstrating regional characteristics for the Orchid Range," Anthony says.

"These are Ferngrove's flagship wines, so we were particularly pleased with five gold medals from two major showings before being released."

With success comes popularity. As stocks are currently limited, Ferngrove has identified additional blocks of fruit capable of honouring the Orchid label to ensure an increase in production in coming vintages.

 <p><b>2003 Majestic Cabernet Sauvignon</b></p> <p>Dark crimson in colour, with berries on the nose. On the palate, ripe plum and berry flavours are harmoniously integrated with French Oak for a long layered finish.</p> <ul style="list-style-type: none"> <li>• Trophy – Best Western Australian Dry Table Red Wine, 2004 Royal Perth Wine Show</li> <li>• Gold – 2004 Qantas Wine Show of Western Australia</li> <li>• Gold – Royal Queensland Wine Show</li> </ul>	 <p><b>2003 Dragon Shiraz</b></p> <p>Blueberry spice and hints of cracked pepper and liquorice on the nose. On the palate this wine shows a concentration of dark berries and plums with integrated French Oak and long, layered tannins.</p> <ul style="list-style-type: none"> <li>• Gold – 2004 Qantas Wine Show of Western Australia</li> </ul>	 <p><b>2003 King Malbec</b></p> <p>Varietal characters of plum, blackberry and dried fruit on the nose. The palate is flavoursome and intense with hints of plum and spice. Barrel fermentation in new French oak provides finesse and the finish is fine and long.</p> <ul style="list-style-type: none"> <li>• Gold – 2004 Qantas Wine Show of Western Australia</li> </ul>
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# Ferngrove's team expands

Ferngrove Vineyards Estate is enjoying a dynamic new business approach with the appointment of Anthony Wilkes as chief executive. Anthony grew up in the Frankland River wine region. He brings to Ferngrove a strong background in agribusiness and wine, previously working in a variety of roles at Heytesbury Holdings (Holmes a Court family company) and with Palandri Wines. Anthony's drive and vision for Ferngrove are sure to create exciting times ahead for the company.



Ferngrove chief executive Anthony Wilkes

Also joining the company is Stephen Bradshaw, Ferngrove's group export sales manager. Stephen brings strong international wine connections and a track record of success in export. He has a wealth of food and wine experience in Australia and overseas including Kingston Estate Wines, Abbey Vale Vineyard and Kailis and France Foods.

Ferngrove welcomes the return of Vanessa Carson to the winemaking team. Recently appointed winemaker, Vanessa has desired from a young age to be involved in the winemaking industry. She now lives this dream and has recently returned from vineyards in Italy and France. She appreciates the team approach at Ferngrove, saying senior winemaker Kim Horton is open to debate and ensures team members have input into the wines produced. Fellow assistant winemaker Brian Kent agrees. He says under Kim's guidance the team can enjoy the rewards of their labour. Working at Ferngrove has certainly seen him achieve his goal to make great wine, as the team has won numerous gold medals at recent wine shows.



# Ferngrove Out and About

## Ferngrove expands in UK Market



Stephen Bradshaw  
Group Export  
Sales Manager

Ferngrove group export sales manager Stephen Bradshaw says there has recently been a shift in emphasis for Australian wines in the UK. Having established a reputation for friendly, fruit driven, easy to drink wines the focus is now on wines that exhibit the best characteristics of their region of origin.

Stephen says this market shift has created an opportunity for Ferngrove and they have been quick to take advantage.

UK based ASDA supermarket chain will soon stock two Ferngrove wines, the classic WA blends of Semillon Sauvignon Blanc and Cabernet Merlot. The initial order is for 2,000 cases of wine with expected annual sales of 10,000 cases. The wines are expected to retail at around £5, approximately \$12 AUD.

Later in the year Ferngrove Vineyards Estate will also begin production of a Riesling specifically labelled for the ASDA supermarket chain, retailing at around £8, or approximately \$20 AUD.

"In the UK, Australia has been known for its cheerful fruit-driven wines, which are so different to the French and other European wines available, Stephen says.

"Retailers are starting to see WA as a category they should have on their shelves.

Ferngrove, being the third largest producer in WA, is attractive to buyers as we can provide the quantity and quality to suit this market.

"Increasingly, when looking at regional wine, WA is seen as one of the premium regions and we are finding that we have to compete at a regional level. So for example, Frankland River wines are now often competing head to head with Barossa Valley wines."



## 2005 vintage update

Ask any winemaker how vintage is going and you'll get a pretty standard reply: flat out!

Vintage is a fun and exciting time but it is also a time when even the most experienced and hard working people have to step up to the challenge of working 72 hours per week in a remote area.

Despite the hard work, we are excited about the 2005 vintage, which has been a great year for both our reds and whites.

The whites in particular will be superb. We are looking at something similar to the success of the 2001 vintage, which was a 'cracker' year.

The scope with which we have to make wine at Ferngrove is huge, the range of fruit is

fantastic and the cooler climate of Frankland River produces great fruit to work with.

The region creates the opportunity. It is unique in climate and soils, and the range is different to anything else in WVA.

You just have to look at the track record of the established wineries - there is great fruit from this region.

Our dynamic and innovative winemaking team loves the challenge of getting the best from all of the wines in the Ferngrove range.

I'm sure consumers will enjoy the wines as much as we enjoy making them.

**Kim Horton, Senior Winemaker**

Ferngrove Vineyards Estate is making its presence felt in the social scene. Over the past few months, Ferngrove has supported a number of quality events.

### Royal Freshwater Bay Yacht Club Jazz Concert

The Royal Freshwater Bay Yacht Club recently hosted 400 members and friends at a jazz concert with the picturesque Swan River as a backdrop. Guests enjoyed the summer atmosphere and a variety of Ferngrove wines. Club members can now enjoy Ferngrove wines year-round.

### Tsunami Lunch

High profile Perth restaurant Fraser's hosted a Tsunami fundraising lunch in February for 200 corporate guests. The lunch was a huge success with \$26,500 raised and all proceeds going to the Save the Children Fund's Tsunami appeal. Ferngrove was proud to donate wine for the event.

### Norah Jones Concert

Not only did tickets to the Norah Jones Kings Park concert sell-out, but so did the Ferngrove wine. The concert attracted 5000 people, providing us with a huge opportunity to showcase our wines. Brand Development Executive Vanessa Goddard said the night was a huge success with rave reviews on performance and of course, the quality of the wine.

### Scitech

Ferngrove wines will now be enjoyed amongst planets, fossils, sharks and police crime scenes thanks to a new sponsorship with Scitech, the non-profit Western Australian interactive science centre. Scitech's mission is to increase interest and participation by Western Australians in science and technology. They enjoy support from an impressive array of government, mining, energy and media organisations and we are pleased to be supplying wines for the many corporate events hosted at Scitech this year.

### Senses Foundation

Ferngrove has recently announced its official support of the Senses Foundation, a charity aimed at building brighter futures for people who are blind with a significant disability and deaf blind. Charity events run by the organisation will be supported by the supply of Ferngrove wines for the next 12 months.



# A synergy of flavours



Grilled lamb backstrap marinated in Ferngrove Symbols Cabernet Merlot, served on a salad of ripe plums and cherry tomatoes

The idea behind pairing food and wine is to complement and enhance the flavours of each. It is a task for an educated palate – ensuring the flavours of the food either contrast or complement the wine.

So with Ferngrove wines recently added to the Sheraton Perth Hotel wine list we asked the Sheraton's executive sous chef Andrew Thomas to come up with a food match for the Symbols Cabernet Merlot.

*"When I tasted this wine I was quite excited by it and decided to incorporate the wine in the ingredients to ensure a synergy of flavours,"* says Andrew.

"I have incorporated the ripe plums into the dish to bring the flavour of the wine to the foreground, while the sweetness of the sugar and spiciness of the cinnamon reflect the balance of sweet and spice in the wine.

"The fresh rosemary in the marinade complements the earthiness of the wine, while the peppery taste of the extra virgin olive oil gives a rounded finish to the dish."

Andrew has provided his recipe so you can make it at home. Bon appetite!

Ferngrove Vineyards Estate's full range of wines is now available at The Sheraton Perth Hotel and features as part of Monterey's \$16.50 all you can drink Wine Buffet, available six nights a week (excluding Wednesday night).

**Grilled lamb back-strap marinated in Ferngrove Symbols Cabernet Merlot, served on a salad of ripe plum and cherry tomatoes. Serves four.**

## Ingredients

Lamb Backstraps trimmed	800gm
Ferngrove Vineyards Estate Symbols Cabernet Merlot	1 bottle for cooking and 1 bottle for drinking
Fresh Rosemary	30gm fresh rosemary
Cos Lettuce	1 lettuce
Red cherry tomatoes	1 punnet
Fresh ripe plum	500gm
Castor sugar	500gm
Cinnamon stick	1 piece
Extra virgin olive oil	50ml
Maldon sea salt	2 teaspoons
Cracked black pepper	4gm
Garlic	1 clove crushed

## Method:

Marinate lamb in 375ml of Ferngrove Vineyards Estate Symbols Cabernet Merlot, with rosemary and crushed garlic for a minimum of four hours, (preferably overnight).

Cut ripe plums into quarters. Place castor sugar, 375 ml of Ferngrove Symbols Cabernet Merlot and a cinnamon stick in a large pot. Bring ingredients to the boil then simmer for 20 minutes. Pour on top of the plums previously cut in quarters and let syrup cool.

Wash cos lettuce leaves and cherry tomatoes and keep to the side.

Take lamb out of the marinade and remove excess liquid with a dry cloth. Brush the lamb with olive oil, season with salt and pepper and grill on the barbeque on a medium heat for 3 minutes on each side, (for medium cooking).

## To serve:

Drain the plum from the syrup, add plum to the tomato and cos lettuce toss with extra virgin olive oil, salt, pepper.

Slice lamb into 8 pieces

Make individual salads on serving plates, top with slices of lamb and decorate with rosemary stalk.

# Ferngrove is "Best of the West"

Ferngrove Vineyards Estate is gaining much positive media attention, most recently being featured as Best of the West on the TV current affairs show Today Tonight.

The program, run on Channel 7 Perth over a two-week period, featured the best of WA produce and named Ferngrove as Best of the West in West Australian wine and winemaking.

The TV crew visited Ferngrove and spent the day learning why Ferngrove and winemaker Kim Horton were 'Shining Lights' in Australia's wine industry.

The story featured Kim Horton, the vineyards, production facilities and the impressive cellar door.

Ferngrove chief executive Anthony Wilkes says the team were excited to have the Today Tonight crew visit Ferngrove and says it was a great opportunity to present Ferngrove to a prime time audience.

"Kim's Shining Light Award opened the door to showcase the hardworking team at Frankland and the fantastic range of wines they produce. It was a motivating start to vintage," he says.

Stay tuned to see more of Ferngrove Vineyards Estate in the near future.



Today Tonight spent the day discovering Ferngrove Vineyards Estate