



Fashionable partnership a runway success

FOR the fashion-savvy and socialite alike, Perth in September was the place to be seen – and the most fashionable drink to be seen with was a glass of ever-chic Ferngrove wine.

Draped in faux furs, leopard prints, sequins and pearls, WA's beautiful young things crowded catwalks across the city to parade the spectacular wares of established and emerging designers during the ninth annual Perth Fashion Festival. Held over ten days, WA's largest annual showcase of fashion events included glamorous runway spectacles and social affairs, free public parades and VIP appearances.

As a major sponsor, Ferngrove's Symbols Sauvignon Blanc Semillon and Cabernet Merlot were served at every prominent festival event, representing unparalleled exposure for our label. Ferngrove National Sales Manager Carmel Leaker believes the partnership was a resounding success.

"Perth's lifestyle is an enviable one for many, and partnering with the fashion festival allows Ferngrove's premium wines to be showcased amongst a large and predominantly female audience, who appreciate new trends, fashion and the finer things in life," Carmel says. "The advertising, public awareness of the festival and Ferngrove's association reassures wine consumers that Ferngrove is a premium wine that 'fits' other finer lifestyle events."

Among the festival headline events was the Ferngrove Wines WA Designer Showcase, held in Forrest Place. The three Ferngrove Wines New Generation parades gave designers with less than five years experience the opportunity to access the public, media and fashion retail markets. Carmel explains that sponsoring the New Generation supported an important part of the festival's philosophy – by

showcasing an eclectic mix of emerging and established designers, retailers and venues the festival aims to make fashion accessible to everyone.

"And we are proud that such progressive and innovative new WA designers are being supported by a progressive and innovative WA wine label," she says.

Established independent designers including Katou, Lin Pin and Morrison opened the first parade and were ably backed by new independents such as Miyoko, Bim Kenesis, Formally Knownas, C/H and Gospel. For talented 25-year-old Bim Kenesis designer Bree Kiddey, her first involvement with the festival represented excellent experience and great exposure for her label.

"Everyone seemed to be really excited about seeing what's coming out in Perth fashion and having a stickybeak at who is doing what at the moment. The styling was really good and the place looked great," she says. Pictured here is Fizzy Dress, taken from the Bim Kenesis summer collection.



Great Southern Region

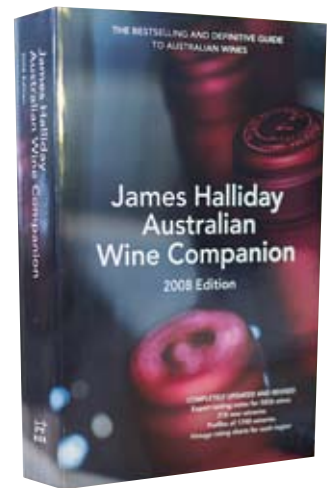


Ferngrove continues five-star run with Halliday ★★★★★

For the fourth successive year, Australia's foremost wine critic James Halliday has placed Ferngrove Winery among the very highest echelon of the nation's producers, giving us his coveted five-star rating in the 2008 James Halliday Australian Wine Companion.

Halliday labels Ferngrove an "outstanding winery regularly producing wines of exemplary quality and quantity". Just 6.5 per cent of wineries in his entire database received this rating. In addition, a new red print feature more clearly identifies Australia's top-performing wineries.

Ten Ferngrove wines received a rating of 90 or above, lead by the superb 2006 Cossack Riesling, named among the "best of the best" by variety with 95 points. Other high-rating wines were the 2005 Diamond Chardonnay, 2004 The Stirlings and 2005 Majestic Cabernet Sauvignon, each with 94 points, the 2005 Dragon Shiraz with 93 and 2006 Ferngrove Chardonnay with 91. Four wines received 90 points; the 2006 Symbols Sauvignon Blanc Semillon, 2006 Symbols Shiraz Viognier, 2005 Symbols Shiraz Viognier and 2005 King Malbec.



A Stirling recognition

The Great Southern's own Stirling Range National Park was recently added to Australia's prestigious National Heritage List, joining significant protected sites such as the Sydney Opera House, the Australian War Memorial and Captain Cook's landing site. Estimated to be up to two billion years old, the area is one of the richest for flora on the planet, representing more than a third of the known flora in WA's south west and including more species of wildflowers than in the entire British Isles. More relevant for winelovers, "The Stirlings" of course give their name to Ferngrove's flagship red, which uses select parcels of the best fruit from our Frankland River vineyards to create a wine worthy of its spectacular namesake.

The "new" town of Frankland River

The town of Frankland has officially altered its name to Frankland River, a change designed to cement a unified promotional and tourism identity for the area. A public meeting held at Frankland Hall in February revealed overwhelming positive support for the new name, which was then officially adopted by the Shire of Cranbrook Council in March and ratified by the Geographic Names Committee on April 2. Local wineries, including Ferngrove, have referred to the area as Frankland River for some time already, in line with the Great Southern wine sub-region appellation.

UK kudos

The 2005 Diamond Chardonnay came up trumps in the Decanter World Wine Awards in London during May, taking out the trophy for Best Regional Australian Chardonnay over ten pounds. Considered one of the wine world's most respected and influential competitions, the awards "celebrate the diversity of wine by focusing on regional styles and the influence of terroir".

Meanwhile, at rival competition the International Wine Challenge 2007 – also held in London during May – Ferngrove's 05 Dragon Shiraz and Majestic Cabernet Sauvignon were awarded silver medals. In total this year the IWC assessed a huge 9,358 wines from 35 different countries, and Australian wines racked up the second highest medal count behind France.

Further British backing for Ferngrove recently went to the 06 Cossack Riesling, which was named on Matthew Jukes' 100 Best Australian Wines tasting. The prominent UK wine writer's top 100 lists are released annually to great anticipation and represent excellent promotion for our brand.



Show circuit update

Back home in July, the Royal Queensland Wine Show yielded gold for the 2007 Cossack Riesling and silver for the 2007 Symbols Sauvignon Blanc Semillon. At the Cowra Wine Show the same month, gold medals went to the 2005 The Stirlings and Symbols Cabernet Sauvignon Merlot and silver to the 2007 Cossack and 2006 Majestic.

Judge Brian Croser declared the 07 Cossack "a world-class wine" at the 30th anniversary Sheraton WA Wine Awards in August. The Cossack won gold along with much-lauded 2005 Majestic Cabernet Sauvignon. Overall Ferngrove tied with Evans & Tate and Brookland Valley to win Most Successful Exhibitor.

More recently, the 2005 Symbols Cabernet Merlot took out the Shaw Vineyards Estate trophy for the Best Red Cabernet Blend gold at the Murrumbateman Cool Climate Wine Show and a gold medal at the Rutherglen Wine Show, both held in September... and stay tuned for the final quarter circuit results!

Fostering waiting talent

Ferngrove winery played host to Australia's finest up-and-coming hospitality professionals in June as part of the inaugural Lexus Young Waiter of the Year Award. The award forms a new category in the renowned Lexus Young Chef program, founded in 2005 and designed to nurture and reward the finest emerging young talent in the Australian food industry.

Ferngrove's marketing services manager Jayne McKennay says the five waiter finalists were treated to a vineyard tour, three-course cellar door dinner and wines before retiring to the winery's comfortable chalets for the night

– but not before they were made to earn it by competing to carry a tray laden with drinks to the top of the winery tower in the fastest time with no spillage! (honours were taken out by Sydney's Jason Chow).

"We aimed to make them feel at home at Ferngrove and to come away with a great personal experience of our winery, making them great ambassadors for the Ferngrove brand," Jayne says.

Back in Sydney, the waiters were tested on customer service, food, wine and team leadership skills. Jai Leighton from The Grange Restaurant in Adelaide Australia

topped the talented bunch at the prize night in August, with Tasmania's Sarah Bartlett from the beautiful Stillwater restaurant in Launceston a worthy runner-up.



L to R: Jayde Phillips, Jai Leighton, Sarah Bartlett, Claire Horsfield, Jason Chow.

Oyster meister pares it back for Ferngrove

Oyster aficionados are crowding Subi Centro's Harlequin Café on Friday evenings to enjoy a theatrical culinary performance by Perth's undisputed oyster king Jerry Fraser, shucking to order behind the Ferngrove-sponsored in-house oyster bar.

Specialising in Australian oysters supplied by premium producers Aqafood, Harlequin offers a dazzling array of the plump, succulent and tasty molluscs, headlining its menu of contemporary Australian cuisine, constructed with five-star care by chef Andy Warner and owners Paul Schreuders and Fritz Hansal.

Jerry has been shucking around for thirty years over five continents and loves nothing more than waxing lyrical about the art of the oyster – and there's a lot that can be gleaned from a man who was eating three to five

dozen a day in his heyday (he's since curbed that back to a far less decadent three dozen per week).

Just like any top sommelier, Jerry can teach you all about the oyster "terroir" effect: how differing species and growing locations exhibit distinct flavours.

"The primary oyster flavour influences are salinity, nutrients and water temperature. With the Pacifics, I love how you can taste the cold steel of the ocean. They have a very marine-driven flavour and pale flesh, whereas the rocks are very high in mineral flavour; a zincy, sweet nutty taste and a bronze-golden flesh."

Harlequin offers chilled naturals with half a dozen different toppings including a classic vinaigrette mango salsa or bloody mary shooters, plus fabulous cooked versions such as a Riesling-based gratin or Pernod and caviar – all served in the shell. But ultimately Jerry is a self-confessed purist, and will recommend you opt for the naturals "as god intended them" every time.

"Aged Rieslings like Ferngrove's Cossack are very good with naturals – particularly with rock oysters, where the mineral, zinc characters give a fantastic lingering aftertaste. Or the Ferngrove Sauvignon Blanc, which has great citrusy, herb and grassy acidity to cut through the fantastic salty ocean flavour and fattiness of oysters. If red is your preference then Jerry recommends a slightly out of the ordinary but decadent combination of The Stirlings with the beef, Guinness and oyster pies, or Ferngrove Shiraz with the classic kilpatrick.

Whatever your eventual wine-food match decision, start your divine dining experience with a Harlequin dozen and listen to the master shucker plying his trade. "I always say oyster eaters are mavericks: we never queue, we never share – breakfast, lunch, dinner, dessert, bring on the oysters and drink champagne and wine, that's what it's all about!"

For more information visit www.harlequincafe.com.au or www.oystershucker.com.au



Ferngrove Out and About

Powerhouse sponsorship Excellent exposure on the national stage is already resulting from a sponsorship agreement with Australia's largest and most popular museum, the Sydney Powerhouse. Ferngrove is the primary wine sponsor for all museum events until mid 2008, serving the Symbols Cabernet Merlot and Sauvignon Blanc Semillon at event launches including Cinema India: the Art of Bollywood, the Home Beautiful Product of the Year Awards and the Diana: A Celebration tour.

The Big Quiz In June Ferngrove wines comprised second prize in The Big Quiz, a joint event between the PMH Foundation and Western Endeavour Rotary Club. About 1100 quiz-ees converged on the Perth Convention Centre in a near-miss attempt to beat the Guinness World Record set by last year's inaugural 1263 attendees. The Foundation will use the funds to buy equipment to detect deafness and hearing difficulties in young children, while Western Endeavour plans to pay a year's salary for a malaria nurse on the remote Indonesian island of Sumba. Funds will also be donated to the Australian Rotary Cord Blood Bank project.

Ferngrove whites 2007 release

The fresh tropical fruits of a classic Sauvignon Blanc Semillon blend, a zippy and drink-now Sauvignon, or another Cossack beauty for the cellar... Ferngrove's 2007 whites offer a distinctive style to suit every palate.



Ferngrove 2007 Symbols Sauvignon Blanc Semillon

67 per cent Sauvignon Blanc and 33 per cent Semillon give this light-bodied wine aromas of passionfruit, lime and hints of kiwi fruit, and a clean and fresh palate of tropical fruits, gooseberry and citrus. Batches of fruit harvested in the cool of the night were gently pressed for settling and the juice was then racked in a reductive manner to ferment. Several yeasts enhanced complexity and encouraged the development of texture, further improved by periodic lees stirring.

Enjoy this gorgeous fresh, drink-now style wine with a wood-fired pizza and friends while the fruit flavours dominate.



Ferngrove 2007 Sauvignon Blanc

This fresh and zippy, light-bodied wine shows classic Great Southern Sauvignon Blanc aromas of passionfruit, gooseberry and lime with hints of fresh herbs. The palate is fresh and full-flavoured with passionfruit and tropical notes, hints of citrus, clean acidity and a textured finish. During the warm, dry and early vintage our vineyard and winery team gave the 07 Sauvignon similar treatment to the Symbols blend, harvesting at night to reduce temperatures, gently pressing and using a variety of yeast to improve complexity and texture.

The resulting wine is best enjoyed now but will cellar for up to two years, and pairs well with fresh smoked salmon and lightly steamed new-season asparagus.



Ferngrove 2007 Cossack Riesling

One of the stars of the Ferngrove stable vintage after vintage, the 07 Cossack is no exception, displaying a beautiful nose of lime and tangerine, complemented by distinctive mineral and floral hints. A medium-bodied palate shows intense fresh citrus fruits with a mineral edge, followed by a crisp and satisfying finish. The Cossack is a single estate wine with grapes harvested from a granite and laterite outcrop. Prior to harvest, our vineyard team combs the block to carefully remove fruit and eliminate any berries that do not fit the Cossack style. Following a night harvest, the grapes are quickly but gently pressed prior to fermentation, and two strains of yeast used to enhance the distinctive lime and floral qualities before an early bottling.

Team snapshot



Aaron Visser

Management accountant-come-jack-of-all-trades Aaron Visser knocked back an amazing 13 job offers to come to Ferngrove in August 2005 after completing a Bachelor of Commerce at Curtin University, majoring in accounting and finance.

While being an accountant is not normally thought of as a glamorous career, Aaron says it's a great conversation starter at dinner parties when he tells people he works for a winery.

"It helps that I don't just do tax returns... although I still get asked about them! But my role has changed

so much now that although my title is management accountant, I don't really do much accounting. We had a few people leave, and I kept putting my hand up for the roles, so now my job is more the planning, bottling, warehousing, distribution with a little bit of accounting and analysis thrown in. With such a diverse role, I'm definitely not just being a boring accountant now!"

Aaron also adds family man to his all-trades list; he's married to Krystal and they have two boys under two – Tyler and newborn Jaxon.