

Frankland River Press



FERN GROVE

NEWSLETTER OF FERN GROVE VINEYARDS LTD

Issue 8 | Autumn 2006

Tel: +61 8 9227 0297 | E: info@ferngrove.com.au | www.ferngrove.com.au



Fresh new look for Ferngrove

A golden "F" is Ferngrove's new brand logo, designed to become an icon synonymous everywhere with quality Australian wine at any price point, and also to portray the spirit of one of WA's most successful new brands – its sense of discovery, class and reputation for quality.

The gold fern icon will be used across Ferngrove's four ranges; the Symbols, Estate, Orchid and The Stirlings labels. Each range has also undergone its own individual revamp to varying degrees, but all result in a classical and elegant final look. The company is confident these new labels, backed by the innate quality of the wines and their exceptional value for money, will continue to ensure the Ferngrove name stands out from the pack and grows as an internationally recognisable brand.

In the Symbols range, the blue label of the Sauvignon Blanc Semillon is reminiscent of WA's stunning beaches and bright blue summer skies. The yellow Cabernet Merlot label symbolises our sunny, warm climate, while the bright red choice for the newly released Shiraz Viognier reflects the

warmth and earthiness of the Frankland River regional soils and the outback.

The new Estate label communicates a more classic look. Jagged edges and embossed gold reflect an elegant air and exude assurance of the fine quality wine within. Providing a clear distinction from the Symbols range, the label colour is constant for all four Estate varietals, the Sauvignon Blanc, Chardonnay, Merlot and Shiraz.

The Orchid series and The Stirlings have also received minor tweaks to better represent the top end of the company stable. Both ranges retain their classic style and the Orchids keep their delicately rendered illustrations by botanical artist Philippa Nikulinsky.

Chief Executive Officer Anthony Wilkes says the change reflects something of a "coming of age" for Ferngrove.

"As we are still a relatively youthful brand in the market, we have naturally gone through an evolving process which requires possibly major changes earlier in the piece, and then tweaks or refinements to keep the brand refreshed and alive," he said.

"Ferngrove is maturing: our show successes, company reputation and consumer recognition mean we now can really lift the bar in quality – be that in packaging, product (the wine), our people (service) and importantly, our perception in the minds of consumers, as they are the ultimate judge of success when they repeatedly buy our fine wines!"



Look out for new release Stirlings and Orchid reds

Ferngrove continues its stellar run of award-winning Western Australian wines with the latest premium reds now available. Led by the stunning 2003 The Stirlings, Ferngrove's flagship label, the new release range also includes the 2004 Orchid Series reds – the Majestic Cabernet Sauvignon, King Malbec and Dragon Shiraz.

Tasting Notes



Ferngrove 2003 The Stirlings

A very fine vintage, ripe black plum and mulberry Cabernet Sauvignon characters are plentiful in the mid palate with hints of anise, spice and blueberry from Shiraz. It is harmonious yet concentrated, and complemented by integrated French oak and long, layered tannins.

A full-flavoured wine with elegance, this wine will develop and mature for 10 years.

Winemaker's Comment: The best parcels of Cabernet Sauvignon and Shiraz were blended to make the Ferngrove Stirlings, a testament to the quality of reds at Frankland.

Food Suggestion: Ideal with a tender fillet of beef served with rich traditional gravy and seasonal vegetables.

Awards: Gold - 2005 Qantas Wine Show of Western Australia
Gold - 2004 Rutherglen Wine Show
Gold - 2004 Qantas Wine Show of Western Australia



Ferngrove 2004 Dragon Shiraz

This full-bodied red has a complex bouquet of blackberry and dark plums with herbaceous and spicy notes. The concentrated palate is a juicy expression of ripe blueberry, red plum and blackberry, with integrated cedary French oak, and persistent layered tannins.

This wine would benefit from five to eight years cellaring.

Winemaker's Comment: This Frankland Shiraz is a mouthful of dark fruit and firm tannins, with intricate complexities of rosemary and tarragon.

Food Suggestion: Delicious with herb-infused rack of lamb.

Awards: Gold - 2005 Royal Hobart Wine Show
Gold - 2005 Qantas Wine Show of Western Australia



Ferngrove 2004 Majestic Cabernet Sauvignon

Intense and complex aromatics dominate this full-bodied red. The palate is long and flavoursome with fleshy, ripe plum and dark berry flavours complemented by cedary French oak and layered tannins.

This wine would benefit from up to 10 years of careful cellaring.

Winemaker's Comment: The 2004 vintage was cool and mild, resulting in a Cabernet Sauvignon that is intensely concentrated, flavoursome and complex.

Food Suggestion: Enjoy with full-flavoured cheese and meat dishes, particularly beef fillet and venison.

Awards: Gold - 2006 Royal Sydney Wine Show
Gold - 2005 Royal Perth Wine Show
Gold - 2005 Royal Adelaide Wine Show



Ferngrove 2004 King Malbec

Fresh black plum, anise and Christmas cake on the nose and a generous palate of ripe black cherry and plum characters integrated with elegant French oak and fine tannins.

This wine will develop and mature for 10 years.

Winemaker's Comment: The King Malbec's popularity continues to grow and the 2004 vintage provides a powerful, inky and dense Malbec - one of the best vintages yet.

Food Suggestion: Enjoy with a range of full-flavoured meat and cheese dishes.

Sterling effort from The Stirlings

Ferngrove's 2004 The Stirlings was recently awarded the red+white trophy for Best Blended Red at Tasmania's 2005 Royal Hobart International Wine Show.

The Stirlings was selected as the trophy winner by a panel of 15 judges, triumphing over a field of 97 entries.

Ferngrove's 2004 Dragon Shiraz also won a gold medal at the show.

The trophy and gold medal wins reflect the fruit quality and winemaking talents for which the Frankland River winery is renowned.

Ferngrove senior winemaker Kim Horton

says the award wins make the hard work worthwhile.

"The Stirlings are made with meticulous attention to detail - both in the vineyards and the winery - and I am pleased the joint efforts of our winemaking and viticultural team have been recognised."

The ultimate example of Ferngrove's wine-making prowess, The Stirlings is produced from only the best reds with no restrictions on minimum volumes or varieties.

The 2004 Stirlings is a blend of 70% Shiraz and 30% Cabernet Sauvignon.

"The 2004 vintage proved to be a cooler than usual growing season, prompting a long, even vintage. Such vintage conditions are ideal for red wines, especially Shiraz and Cabernet Sauvignon, and produce wines with dense colour, concentrated fruit expression and lengthy layered tannin," Kim says.

The Stirlings 2004 will be available in limited quantities from March 2007. The current release is The Stirlings 2003, winner of 3 gold medals. The Stirlings is available from fine wine retailers. For stockists visit www.redandwhite.com.au





Ferngrove Out and About

New website for Ferngrove

Ferngrove's website has been updated and refreshed to reflect the company's new logo and branding and provide additional resources.

Ferngrove marketing services manager Jayne McKennay says the new website is easy to navigate and includes more information for consumers.

"We're pleased with the website's fresh new look and the additional information we've provided in response to customer feedback," Jayne says.

"The website now features a section completely dedicated to Ferngrove's wines so that people can view tasting notes for each variety and learn more about our winemaking philosophy."

Ferngrove's website also caters for the expanding international market, with the addition of an overseas trade section.

"Ferngrove sells different wines in each market so we've created a section for our international customers in the US, UK, Canada and Asia that allows them to discover more about the wines available in their region."



Ferngrove's new look website

The website also features third-party endorsements which allows browsers to see what the wine critics are saying about Ferngrove's wines. Visitors can also see sweeping views of the picturesque vineyards thanks to a new webcam facility.

The 'What's New' section allows customers to view the latest Ferngrove media releases, download our quarterly newsletters, and learn more about Ferngrove and its major sponsorship partners. Log on to the new look website at www.ferngrove.com.au.

Introducing Ferngrove's new Shiraz Viognier

LONG-revered in France's Rhone Valley, Shiraz-Viognier is fast developing a New World following and Ferngrove has released its first vintage in the style – the 2005 Shiraz Viognier, which complements the existing Sauvignon Blanc Semillon and Cabernet Merlot in Ferngrove's Symbols range.

Ferngrove's version of the style shows lifted aromas of crushed mulberry, satsuma plums, violets and musk with a hint of cloves – a fantastic bouquet that evolves further as the wine opens. Medium bodied, the palate is a mass of berry fruits and long, fine tannins.

"This is a style with all the rich plum and blueberry fruit complexities of Shiraz, but refined by the addition of Viognier, which gives the wine amazing lift, a new array of flavours and a fine finish," Mr Horton said.

In the winery, Mr Horton believes Shiraz Viognier is best when the two varieties are co-fermented in the same tank, a method made famous in the Cote Rotie appellation in Northern Rhone. He says

fermenting in unison under the same conditions allows the two flavour spectrums to integrate, but admits incorporating this technique is not without its challenges. First and foremost, both varieties need to finish ripening simultaneously so they can be harvested and processed together – not always an easy order for the vineyard manager!

"In addition, the winemaker must be fastidious in blending the Viognier – too much and the wine loses the Shiraz "gusto" and the finish becomes soft and lacks persistence, too little and the Viognier is nothing more than a whiff, not contributing at all to the style," Mr Horton explained.

"Shiraz Viognier has a long tradition in the Rhone, and now we can enjoy this style for the same reasons, and one of the main ones is its fantastic compatibility with food," he said, suggesting Mediterranean dishes or slow-roasted lamb as ideal companions.



Opera in the Park

Perth's opera loving public were treated to a free event organised by West Australia Opera and UWA Perth Arts Festival at the Supreme Court Gardens recently. The special concert presentation of Samson and Delilah featured a sensational cast of Australia's best loved opera stars supported by the West Australian Symphony Orchestra and the West Australian Opera Chorus. Ferngrove proudly supported this event and VIP guests enjoyed Ferngrove's 2005 Sauvignon Blanc and 2004 Shiraz throughout the evening. \$7000 was raised through gold coin donations assisting Channel Nine's Appealathon and Nulsen Haven.

Mix 94.5 Announcers Lunch at Bluewater Grill

If you're a regular listener of Mix 94.5 you may have heard Ferngrove mentioned in a recent competition run by the station. 100 lucky listeners were treated to a sumptuous lunch featuring Ferngrove wines at the stunning Bluewater Grill in Applecross with well known 94.5 personalities.

Commonwealth Games Water Polo Championships

Perth's Challenge Stadium hosted the Commonwealth Games Water Polo Championships in January. More than 5000 spectators attended the week-long event, with many of them enjoying a variety of Ferngrove wines at the VIP functions and Public Bar.

Stewarts at Brookleigh

Nestled on the edge of the Swan Valley's Brookleigh Equestrian Estate and in the heart of a vineyard, Stewart's restaurant hosted a winemaker's dinner for more than 100 guests. Patrons enjoyed culinary delights matched with a range of quality Ferngrove wines. Ferngrove brand development executive Vanessa Goddard says the tastings held amongst the grapevines and the ice-sculpted Ferngrove Bar were both huge hits with guests.

Joe Cocker Concert at Kings Park

More than 5000 people headed to Perth's Kings Park to see music legend Joe Cocker perform. The night was a huge success and a great opportunity to present Ferngrove wines to such a large audience.

Autumn delight fit for a Queen



From the friendly service to its welcoming décor and ambience, The Queens is a firm favourite in Perth's wining and dining scene.

Located on Mount Lawley's popular café strip, The Queens is the perfect place to escape from the office for a lazy winter lunch by the fireplace or relax in the courtyard with friends on a hot summer's day.

As Ferngrove wines are a popular seller on The Queens' wine list and adjoining bottle shop we asked head chef Mathew Williams to create a dish which would be an ideal match to the Ferngrove Symbols 2004 Cabernet Merlot.

"The intense fruit flavours and long fine tannins of the Cabernet Merlot makes it a wine that partners well with a number of The Queens' signature dishes," Mathew says.

"I've decided to go with a perfect autumn offering of grilled kangaroo fillet wrapped

in Parma ham on a bed of roasted sweet potato and pear puree served with dukkah buttered beans, walnut and green olive tapenade.

"The smoky flavours of the kangaroo combined with the soft texture of the pear and sweet potato puree complement the hints of oak in the Cabernet Merlot just beautifully," Mathew says.

Ferngrove's 2004 Cabernet Merlot is only available through The Queens' adjoining bottle shop but you can enjoy its partner wine, the 2005 Sauvignon Blanc Semillon in the restaurant.

The Queens is located at 520 Beaufort Street, Mount Lawley and is open seven days a week. For more information about The Queens visit www.thequeens.com.au

Grilled kangaroo fillet wrapped in Parma ham, roasted sweet potato and pear puree, dukkah buttered beans, walnut and green olive tapenade

Ingredients

8 x 100g kangaroo fillet

16 x slices Parma ham

For the puree:

800g sweet potato, peeled

and roughly chopped

3 pears, roughly chopped

and discard the core

50g butter

For the tapenade:

60g walnuts

100g green pitted olives

2 anchovy fillets (optional)

20g grated Parmesan cheese

1 clove fresh garlic

80ml olive oil

For the beans:

3 tbs dukkah

200g beans, cleaned

50g butter

Method:

Place sweet potato and pear in a roasting tray with a little oil, salt and pepper. Cover with tin foil and roast at 220°C for 30 minutes or until cooked. While it is still warm, puree in a blender with 50g of butter until it becomes smooth in texture. Add seasoning to taste.

For the tapenade, add all ingredients into a blender and blitz until olives are roughly chopped. Season to taste.

Wrap each kangaroo fillet in two slices of Parma ham. Preheat grill or pan and cook each side of the fillet for around 2 mins.

While kangaroo is cooking, bring a small pot of salted water to the boil and place beans in the water for about 1 - 2 mins. Drain water off and put beans into a pan with butter and dukkah, so the dukkah coats the beans.

Once the kangaroo is cooked let it rest for a few minutes in a warm place. Place the puree in the middle of the plate and put kangaroo on top. Arrange the beans on the plate and put a spoonful of the tapenade on top of the kangaroo. Enjoy this dish with a glass of Ferngrove Cabernet Merlot.

Team snapshot

Tony Ames

Lab and Quality Assurance Manager

Ferngrove

Ferngrove's laboratory and quality assurance manager Tony Ames has been part of the Ferngrove team since 2001 – the same year the winery released its first vintage.

As laboratory manager Tony is responsible for the day-to-day management of Ferngrove's laboratory, which provides continuous feedback to the winemakers on the chemical status of stored wines.

The lab also makes up wine samples and blends, which are used in the marketing process to sell Ferngrove wines to the world.

Tony took on the additional role of quality assurance manager last year following on from Ferngrove's entry into the Hazard Analysis and Critical Control Point (HACCP) accreditation system.

This internationally recognised system means Ferngrove must follow specific food safety management standards for the growing, harvesting and processing of grapes.

"Ferngrove's practices are externally audited on a biannual basis under the HACCP system," Tony says.

"The quality control process involves monitoring everything that goes into the making of Ferngrove's wines – from the pest control used in the vineyard to the final sulphur dioxide levels of wines that require bottling.

"This means our customers can be confident that the wines they're drinking are made from the best quality grapes in a clean and safe environment."

When he's not working, Tony spends his spare time adapting a life-long interest in photography to the digital world.



Ferngrove's Lab and Quality Assurance Manager, Tony Ames