

A Brief History



FERN GROVE

The Ferngrove Story

Ferngrove is a remarkable success story built on the vibrant dream of a prominent Western Australian south coast pioneering family. In 1996, with nearly 90 years of beef and dairy farming history behind his family, Ferngrove founder Murray Burton decided to move into premium grape growing. He mortgaged the family farm to purchase land at Frankland River, 360 kilometres south of Perth in Western Australia, where he knew the productive soils, pristine environment and temperate Mediterranean climate were ideal for viticulture. His commitment to quality paid off immediately. The vines thrived and more land was acquired just a few kilometres away, leading to the establishment of Ferngrove Vineyard in 1998.

In 1999, a winery was established at Ferngrove and the first vintage was produced in 2000. In line with Ferngrove's commitment to quality, the modern winery sets a high standard in design and technology in the region. The rammed-earth building, corrugated iron roof, wide verandas, extensive use of local timber and a lookout tower with sweeping views of the spectacular Stirling Ranges connects the winery to its farming history, and reinforces Ferngrove's brand positioning of being authentic, modern, accessible and unique.

Today

Ferngrove's commitment to quality continues to pay dividends.

Ferngrove has established a reputation as a premium wine producer in the Frankland River region, and the winery is fast becoming recognised for its production of outstanding, cool climate wines from estate-grown fruit.

A strong portfolio of brands has also enabled Ferngrove to become established in the key markets of Australia, UK/Europe, Asia and North America.

In its short but highly successful start to premium winemaking, Ferngrove has been

awarded an impressive number of trophies and gold medals.

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.

This success continued with a total of 32 medals being won in the 2005 National Wine Show Circuit including 9 gold and a trophy for the best blended red at the Royal Hobart International Wine Show in Tasmania.

Also in 2005 Ferngrove's Senior Winemaker Kim Horton was named Young Winemaker of the Year in the inaugural Australian Wine Selector's Shining Lights awards, for his exceptional winemaking ability.

In 2006 Ferngrove enjoyed its most successful year yet on the Australian wine show circuit amassing an impressive six-trophy and 74-medal haul from 14 shows

Ferngrove is well on its way to the fulfilment of its ultimate goal – to gain international status as one of Australia's great wine producers.

The Ferngrove Brand

The logo depicts an "F" or fern which is recognition of the prevalence of the native ferns that grow on and around the vineyards. The use of the fern symbol is also a reference to the location of the winery on Ferngrove Road in Frankland River, Western Australia.

The new logo forms the basis of the exciting new Ferngrove labels which have been simplified yet enhanced to feature the gold fern symbol. The symbol helps to capture the spirit of the Ferngrove brand, exuding a sense of discovery and class, while providing the reassurance of quality, credibility and retaining a connection to the brand's beginning.

Vineyards and Winemaking



Our Ferngrove wines are produced from estate-grown fruit from these two vineyards:

Frankland Valley Vineyard

Wine Region: Frankland River
Location: Wingebellup Road, Frankland, Western Australia
Size: 70ha (173 acres)
Established: July 1997
Grape Varieties: Shiraz, Cabernet Sauvignon, Chardonnay, Sauvignon Blanc, Merlot, Semillon and Riesling.

Altitude: 230m (755 feet)
Annual rainfall: 608mm (23.9 inches)
Mean January Temp: 20.65 °C (69°F)
Relative humidity: Average 47%

Ferngrove Vineyard

Wine Region: Frankland River
Location: Ferngrove Road, Frankland, Western Australia
Size: 153 ha (378 acres)
Established: March 1998
Grape Varieties: Shiraz, Cabernet Sauvignon, Chardonnay, Sauvignon Blanc, Merlot, Malbec, Semillon, Verdelho, Riesling and Pinot Noir.

Altitude: 230m (755 feet)
Annual rainfall: 608mm (23.9 inches)
Mean January Temp: 20.65 °C (69°F)
Relative humidity: Average 47%

Winemaking Philosophy

The primary focus of our skilled and innovative winemaking team is to produce a range of complementary high quality wine styles that deliver fresh, interesting, aromatic and intense wines to our customers. To achieve this goal we have access to fruit from premium regions of Southern Western Australia, as well as a modern and fully equipped winery. To ensure our wine styles are appropriate, our winemaking team spends a considerable amount of time in both domestic and international markets conducting wine tastings. This assists in determining the needs and wants of our customer, and assists in profiling the brand.

The premium fruit, modern winemaking facilities and a good understanding of our customers needs, enables us to produce premium quality product at a price that represents exceptional value for the high quality wine on offer. Quality wine linked to an interesting and innovative package ensures that we have a product and a style suited to all markets and most consumers. Our philosophy is to achieve quality and consistency and this must be evident from the vineyard operations through to packaging and marketing, encompassing all processes and people in between.

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

"I'm really passionate about the Frankland River wine region. I don't think you'd find better quality fruit anywhere in Western Australia."

Kim Horton, Senior Winemaker



Kim Horton, Senior Winemaker

Frankland River



FERN GROVE



Western Australia's Frankland River Region is a Rising Wine Industry Star.

Located in Western Australia's Great Southern, approximately 360 kilometres south of Perth, Frankland River is one of Australia's fastest growing wine regions. Although viticulture began in the Frankland River region in 1969, it has only more recently become known as a significant producer of premium quality Western Australian wines.

Ideal Conditions

Frankland River is one of the coolest wine producing regions in Western Australia.

As such, vintage takes place later than in other West Australian regions, with grapes harvested from late February through to early May.

The overall cool climate (with an average January temperature of 19.8°C) and long warm growing season ensure the grapes develop a delicate intensity and complexity on the vine.

While the area has a relatively low average rainfall of 650 millimetres per annum, vineyards overcome this through the construction of catchment areas, drains and earthen dams.

Ferngrove has 54 hectares of catchment and a vast network of drains, allowing water to be harvested from more than a kilometre away.

The wine region also has a low incidence of pest and disease. Downy Mildew and Phylloxera have never been detected in the area, largely due to a ban on the importation of vine material into Western Australia.

These factors combined with deep well-drained soils of consistent quality and a pristine environment provide winemakers with ideal conditions to produce world-class wines.

Quality

Frankland River has been touted as capable of matching and even surpassing the famous Rhone Valley of France for the production of ultra premium quality Shiraz.

In fact, all the traditional European classic varieties perform well in Frankland's conditions including Shiraz, Cabernet Sauvignon, Merlot, Pinot Noir, Riesling, Chardonnay, Semillon and Sauvignon Blanc.

Wines produced from Frankland River fruit are of very high quality, delicate, with intense varietal characters. The region is renown for the consistency of wine quality with 8 out of 10 vintages considered at the upper end of the scale.

Riesling, Sauvignon Blanc, Chardonnay, Shiraz and Cabernet are varieties of particular note. Rieslings and Chardonnays display delicacy of flavour, finesse and balance.

The reds are medium bodied, brilliantly coloured with tremendous structure and benefit from oak maturation and cellaring



"If you've been drinking good wine for a while, you already know that the Frankland River region in WA is one of the most exciting wine producing areas in Australia."

Max Allen – The Weekend Australian, January 2003



Ferngrove Wines



Premium fruit, modern winemaking facilities and a good understanding of our customers' needs enable Ferngrove to produce premium quality wine at a price that represents exceptional value for money.

Estate

Fresh, fruit-driven, flavoursome wines that substantially over-deliver on quality at affordable prices. Each style exhibits distinctly cool climate Frankland River characters which are modern, stylish and very approachable.

- Sauvignon Blanc Semillon
- Riesling
- Chardonnay
- Cabernet Merlot
- Shiraz



Orchid

Features wines made from premium parcels of estate-grown fruit. The flagship of the Ferngrove wine range, the Orchid range represents the pinnacle of Frankland River winemaking.

- Cossack Riesling
- Diamond Chardonnay
- Dragon Shiraz
- Majestic Cabernet Sauvignon
- King Malbec



The Stirlings

The Stirlings is Ferngrove's icon wine. The winemaker selects only the very best parcels of fruit from the Frankland River vineyards for this wine. This flagship red is a serious blend of weight and structure.

- The Stirlings (red blend)



Third Party Endorsements



Industry experts have their say about Ferngrove:

**Peter Forrestal – Bulletin with Newsweek,
13 February 2007**

Ferngrove is one of the producers helping to put the great southern sub-region of Frankland River on the wine map with sublime cabernet and excellent shiraz.

Stuart Gregor – don't buy wine without me 2007

The Ferngrove gang come close to being the best new-ish winery in WA. Each of their wines combines excellent fruit from the cool Frankland River (south of Margaret River) and really clever, sympathetic winemaking.

Ray Jordan – The West Australian, 18 November 2006

Ferngrove makes some outstanding reds but it was this fine and delicate riesling [2006 Cossack] that put it on the map a couple of years ago when it scooped the pool at the Sydney Wine Show. This continues the style and shows what exceptional riesling the Frankland area can produce.

Jeremy Oliver – The Australian Way, May 2005.

"Ferngrove's hallmark is the bright focused varietal qualities of its wines, usually delivered with elegance and structure... I believe it will forge a presence among the best we have."

Michael Zekulich – The West Australian, January 2005

"Ferngrove has quickly gained a reputation for its cool-climate wines and now is WA's third biggest producer crushing 5700 tonnes last vintage."

Oz Clarke – Decanter, December 2004

"This is arguably the most successful of the new

breed of Western Australian wineries. It has the potential to be one of Australia's best..."

**Huon Hooke – Sydney Morning Herald, Good Living
October 2004**

"Ferngrove is without doubt one of the most impressive start-up wineries of the past five years."

James Halliday – Cuisine Magazine, January 2004

"I will be most surprised if Ferngrove isn't one of the major success stories of the first decade of the new millennium."

The Age - Uncorked Wine Guide, Winter 2003

"Ferngrove is a stand-out new WA winery."

**Huon Hooke – The Sydney Morning Herald,
February 2003**

"2002 Ferngrove Cossack Riesling... a rare phenomenon – a first-release wine from a new company which has blitzed not one, but two important shows."

Ray Jordan – The West Australian, February 2003

"This was a serious win by Ferngrove and points to some wonderful things ahead of it." (Wine of the Show – 2003 Royal Sydney Wine Show)

Max Allen – The Weekend Australian, January 2003

"If you've been drinking good wine for a while, you already know that the Frankland River region in WA is one of the most exciting wine producing areas in Australia... wine quality is very high at Ferngrove."



Major Awards:

- James Halliday 5 Star Winery Rating - 2007, 2006, 2005 and 2004. This rating means James Halliday rates Ferngrove's winery as an "Outstanding winery regularly producing wines of exemplary quality and typicity."
- In 2006 Ferngrove enjoyed its most successful year yet on the Australian wine show circuit amassing an impressive six-trophy and 74-medal haul from 14 shows.
- In the 2005 National Wine Show Circuit Ferngrove wines won 9 gold medals including a trophy for the Best Blended Red at the Royal Hobart International Wine Show.
- In the 2004 National Wine Show Circuit, seven Ferngrove 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.
- At the 2003 Royal Sydney Wine Show the Ferngrove 2002 Cossack Riesling won three trophies including Best Wine of the Show.

For a full list of awards please view www.ferngrove.com.au

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