

# 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. The vines thrived and more land was acquired, 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. James Halliday recently awarded Ferngrove's winery five stars for the third consecutive year.



**(5 star winery rating definition: "Outstanding winery capable of producing wines of the highest calibre").**

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