



MOUNT MAJURA VINEYARD

SUMMER NEWS 2011



What We Value

Here is the new BANG theory of wine pricing. **B**ooze is what you get for \$5, it contains alcohol. The \$10 bottle is **A**greeable; it is not actually unpleasant. A \$15 wine should be **N**ice; it is actually quite enjoyable so long as you have nice food and company to fill in the gaps. For \$20 you should get something **G**ood; it has some real style and interest.

The BANG theory is obviously about the quality of what's in the glass. Beyond about \$20, the increase in quality with price is more uncertain and more subjective. For me, part of the extra value of wine at higher prices isn't its 'quality' at all, but rather its *typicity*.

Let's take the example of two \$50 bottles of wine, one from the best parcels a winemaker produced in a given region, and one from a single vineyard in that region. I would choose the single vineyard wine, and the reason is in the difference between the stories those wines have to tell. The single vineyard wine should tell the story about the place; it should taste *typical* of a wine from that site. It has character and personality derived from geology and weather. The blend expresses some of the character and personality of the winemaker. I would rather drink the wine with earthy tannins and violet aromas typical of the vineyard, than the wine that has lost that individuality in order to more closely attain a winemaker's ideal.

The reality, of course, is that even if we try to let our vineyard express itself, the importance of the people in the equation is tremendous. Decisions are made all along the way from what variety to plant, to when the wine should be bottled. It takes a team of dedicated people to make interesting wine on any real scale at all. Then it takes people to go out and tell the story of that wine so that it is actually sold to finance the next vintage.

At Mount Majura Vineyard, I'm lucky to not only have a wonderful site to express, but also a wonderful small team of people to bring that expression to reality. Andrew Butler and



The Mount Majura Vineyard team from left to right
Back row: Fergus McGhie, Stuart Harris and Frank van de Loo
Front row: Jessica Fields and Andrew Butler

Stuart Harris are professionals in the vineyard. Fergus McGhie is doing a convincing job with sales and marketing. Jessica Fields and her team (Dean, Jo, Emma, Katelyn, Julia and Monica) have been doing a great job sharing our wine at the cellar door.

Jessica is leaving us in a few weeks for new challenges, so we wish her well and look forward to welcoming Kate Hibberson as our new cellar door manager.

As we turn our thoughts to Christmas, people are uppermost in our minds. I hope you enjoy it with your family and friends, and get more than just bang for your buck.

Frank van de Loo, Winemaker

EXPRESSIONS OF TIME AND PLACE

2011 Riesling

new release

A fine boned Riesling, with unmistakable varietal zest and liveliness. The 2011 Riesling is the product of a cool, wet season which gave us reduced yields but an extraordinary wine. It has the vineyard's signature candied lemon flavours and finishes with a line of tingling acidity that seems to go on forever.

2010 Pinot Gris

"Pale bright colour. The nose shows impressively varietal fresh pear aromas and the palate is textured and vibrant. Excellent Value. Highly Recommended." Winewise, October 2010

"The pinot gris flaunts its youth with a high-toned, musk-edged aroma – but under that the crisper pear like varietal character lurks, ready to take over after a few months' bottle age."

Chris Shanahan, Canberra Times, 19 September 2010

2010 Chardonnay

"A very funky and rather out-there chardonnay with meaty reductive aromas over creamy roast hazelnuts. It's soft, fleshy and savoury in the mouth, with appealing lightness and round, harmonious structure." Huon Hooke, Good Living 22/11/11

"While by and large Canberra's a little too warm for cutting-edge chardonnay, Mount Majura makes a delicious, age-worthy style, like the 2005 that won a gold medal in last year's regional show. Winemaker Frank van de Loo writes that earlier picking and blocking most components from malo-lactic fermentation increases the tautness and longevity of the wine. And, in recent years, increasing the proportion of wild yeast ferments added to the texture and length of flavour. We bought our bottle at Grazing, Gundaroo, and came back for seconds such were its juicy delights." Chris Shanahan, Canberra Times, 6 July 2011

2009 Pinot Noir

Elegant and balanced sums up our 2009 Pinot Noir. Laden with fine black cherry aromas and a touch of savoury tar and spice, it's unmistakably Pinot Noir from a very good vintage. This is another wine which should improve with more time to develop in the bottle. Gold Medal, Cowra Wine Show 2010.

2008 Dinny's Block

Sourced primarily from our original block (planted in 1988), this wine is a "vineyard blend" of approximately 57% Cabernet Franc, 28% Merlot and 15% Cabernet Sauvignon. Dinny's Block has classic flavours of blueberry and blackcurrant with typically firm dusty dry tannins, perfect with a roast tonight, but great for ageing in a good cellar.

2009 Merlot

This is serious Merlot, a gold medal winner and not a soft everyday wine. It has a dense core of chocolate, fruit cake and

red berries. The tannins are firm but soften beautifully with time, so a lovely wine for the cellar, or now with a steak. Gold Medal, Canberra Regional Wine Show 2011.

2009 Graciano

new release

Varietal Graciano is a rare and distinctive wine. It has intense aromas of black pepper, clove, allspice and bay leaf. A medium bodied wine, with vibrant purple hues, the palate flows from dried spices to fleshy red fruit with fine silky tannins and lively acidity. It comes into its own with Spanish cuisine.

2009 Shiraz

From a stellar Shiraz vintage in the Canberra District, our 2009 Shiraz is one of the most concentrated, and shows clearly why it is one of our most suited varieties. It has classic cinnamon spice and marzipan aromas followed by a dense core of dark brooding Shiraz fruit reminiscent of the stunning 2004 and 2005 vintages.

2010 Tempranillo

"A great example of the right terroir matched to the right grape variety. Majura's 2010 tempranillo shows the same meaty thread that was seen in the 2009; baking spices and gently toasty oak sit across the ripe red- and purple-cherry fruits – a little spice lift here too. The palate's bright, even and balanced, crafted along fine, elegant tannins; there's plenty of ripe-cherry and red-plum flavour, toasty oak chimes in, and there's a fresh, crunchy acid kick to close."

94 points and Best Emerging Red The Age/Sydney Morning Herald Good Wine Guide 2012, Nick Stock





MOUNT MAJURA
VINEYARD

WINE ORDER FORM

WINE	PRICE	NO.	TOTAL
2009 Woolshed Creek Fizz <i>Pinot Noir, Chardonnay sparkling</i>	\$25		
2010 Woolshed Creek White <i>Pinot Gris, Riesling, Chardonnay</i>	\$16		
2010 Woolshed Creek Pink <i>Dry rosé from Pinot Noir</i>	\$16		
2010 Woolshed Creek Pink <i>Straight dozen special, save \$93!</i>	\$99		
2011 Riesling <i>New release</i>	\$25		
2010 Pinot Gris <i>Mouth-watering, crunchy pear</i>	\$23		
2010 Chardonnay <i>Complex but fine barrel-fermented style</i>	\$26		
2009 Pinot Noir <i>Elegant and delicious</i>	\$23		
2008 Dinny's Block <i>Cabernet Franc, Merlot blend</i>	\$23		
2009 Merlot <i>Gold medal</i>	\$23		
2009 Graciano <i>Spicy, complex and distinctive</i>	\$23		
2009 Shiraz <i>A great vintage</i>	\$28		
2010 Tempranillo <i>Our flagship wine</i>	\$40		
All prices include GST. Minimum order 6 bottles please. Tax Invoice: ABN 51 084 171 139 Mount Majura Wines (ACT) Pty Ltd ACN 084 171 139	Wine Total		
	Freight		
	TOTAL		

Please order in multiples of 6 or 12 bottles, straight or any mix.
Allow 1 week delivery time. You must be at least 18 years old
to order and receive wine.

PAYMENT DETAILS

Cheque enclosed payable to
Mount Majura Wines (ACT) Pty Ltd

Please debit my: Visa Mastercard

Expiry date:

Name on card:

Card number:

Signature:

FREIGHT TO	6 BOTTLES	12 BOTTLES
Orders of two dozen or more receive free freight		
ACT	\$7.00	\$7.00
NSW, VIC, Brisbane, Gold Coast, Adelaide	\$10.00	\$13.00
QLD Country	\$16.00	\$24.00
SA Country	\$13.00	\$19.00
Perth	\$18.00	\$29.00
WA Country	\$22.00	\$36.00
NT	\$28.00	\$48.00
Tasmania	\$17.00	\$26.00

CONTACT DETAILS

Name

Email

Telephone
(day)

Postal address

Delivery
address

Any special
instructions

Please send my newsletter by:

Mail Email Not at all

PLEASE SEND YOUR ORDER TO

Mount Majura Vineyard
RMB 314 Majura Road, Majura ACT 2609
Tel: (02) 6262 3070 Fax: (02) 6262 4288
Email: sales@mountmajura.com.au
Or order online at: www.mountmajura.com.au

SUMMER EVENTS

BAR MAJURA!

Fridays 5.30–8.30pm, 3rd, 10th, 17th and 24th February

We'll be keeping the cellar door open to make the most of the balmy Summer weather on Friday nights in February. There will be canapés on offer, wines by the glass and tasting flights of some of our museum wines alongside our current releases. You will be able to reserve tables so change your usual Friday night routine in February and join us at Bar Majura!

LAZY SUNDAY BEATS

Sunday 26th February 12.30–3.30pm

The Majura Playboys return for Lazy Sunday Beats. What better way to soak up the atmosphere of the cellar door? We'll be offering our usual seated tastings with a live soundtrack in the background. It's a great opportunity to sample our latest releases. When you've tried the range, choose a favourite, grab a glass or a bottle, find a spot on the lawns, kick off your shoes and relax. No reservations required.

Sunday 25th March 12.30–3.30pm

It's Jacquie Nicole and her band, here to entertain again. Let Jacquie's smooth voice be the soundtrack to your Lazy Sunday afternoon. Make the most of the end of the warmer weather with an outing to our cellar door. Enjoy a seated tasting and perhaps a regional tasting platter or cheese plate. No reservations required.



CELLAR DOOR OPENING TIMES OVER CHRISTMAS 2011

December	Sat	24	Open
	Sun	25	Closed
	Mon	26	Closed
	Tues	27	Closed
	Wed	28	Closed
	Thurs	29	Open
	Fri	30	Open
	Sat	31	Open
January	Sun	1	Open from noon
	Mon	2	Open
	Tues	3	Closed
	Wed	4	Closed
	Thurs	5	Open



Cellar Door open Thurs–Mon 10am–5pm and most public holidays
Bookings essential for groups of 10 or more
Tel: 02 6262 3070 Fax: 02 6262 4288
RMB 314 Majura Road, Majura ACT 2609

