

MOUNT AVOCA

WINE - CELLAR DOOR - ECO LUXE ACCOMMODATION

CHRISTMAS OFFER

We want you to Celebrate Christmas with style, so we are offering a special **20% off** on all orders between now and Christmas. Visit www.mountavoca.com to **ORDER ON-LINE NOW** and receive free freight. You can also e-mail or download an order form and scan and return, fax or mail free to us.

BONUS – As an extra treat, get a case of HORATIO wines (all made at Mount Avoca from 100% Pyrenees fruit) at under half price once you have bought a case (mixed or straight) of any Mount Avoca wine. There is no limit to the HORATIO you can buy, you just need to order at least one case of Mount Avoca. See <http://www.mountavoca.com/wines/horatio> for all about the wines.

Don't put up with cheap hamper wine this summer; enjoy hand-crafted, locally produced, Halliday 5 star quality from Victoria's Sustainable Winery of the Year.

Call 1300 797 363 Mon-Fri 10-5.



Mount Avoca

★★★★★

Moates Lane, Avoca, Vic 3467 **Region** Pyrenees

T (03) 5465 3282 **F** (03) 5465 3544 **www.mountavoca.com** **Open** 7 days 10-5

Winemaker John Harris, Cameron McPherson **Est.** 1970 **Dozens** 10 000 **Vyds** 23.72 ha
A winery that has long been one of the stalwarts of the Pyrenees region, owned by Matthew and Lisa Barry. The estate vineyards (shiraz, sauvignon blanc, cabernet sauvignon, chardonnay, merlot, cabernet franc and semillon) are organically managed, and provide the total intake of the winery. Exports to China and Japan.

★★★★☆ **Pyrenees Shiraz 2009** Bright crimson-purple; the bouquet has the special fragrance that comes from co-fermented viognier, bright yet also complex; whole-bunch shiraz (plus the viognier, of course) has worked brilliantly, giving the wine great texture, length and balance. Screwcap. 13.5% alc. **Rating** 96 **To** 2024 **\$27**
Reserve Pyrenees Shiraz 2008 An epic tale: two outstanding parcels of grapes chosen for open fermentation and hand-plunging; 18 months in barrel before the best 6 were chosen, and re-blended for a further 12 months in barrel, then bottled and held at the winery for 6 months before release. Was it worth it? Yes. The colour is bright and the wine is very intense and focused, with a regional minty/spicy/savoury persistence under the carpet of black fruits; the tannins and oak are totally integrated. ProCork. 13.5% alc. **Rating** 95 **To** 2028 **\$59**

★★★★☆ **Pyrenees Merlot 2009** **Rating** 91 **To** 2017 **\$27**
Pyrenees Cabernet Sauvignon 2009 **Rating** 90 **To** 2016 **\$27** BE
Jack Barry **Pyrenees Sparkling Shiraz NV** **Rating** 90 **To** 2016 **\$29.80**

★★★★☆ **Pyrenees Sauvignon Blanc 2010** **Rating** 89 **To** 2012 **\$18**
Trioss Red 2009 **Rating** 89 **To** 2014 **\$14** BE
Lisa Marie Pyrenees Blanc de Blancs 2008 **Rating** 88 **To** 2012 **\$29.80**

2011 NEWS

It has been a while since I put pen to paper, and with so much going on I am not sure where to start.

Firstly the 2011 vintage was a complete disaster. The floods that wiped out parts of Queensland and Victoria didn't spare us. The wettest spring and summer on record put us under enormous pressure and the water running down the rows in January and February meant that even after the rain stopped the vineyard was wet for weeks. We had three dams burst their banks and the main dam came within 8" or 200mm of flooding the winery.

The result was no reds at all apart from a couple of barrels of wonderfully flavoured Tempranillo – look forward to a very limited release of this next year.

The small amounts of Sauvignon Blanc and Chardonnay have been crafted into amazingly fantastic wines. The 2011 Sauvignon Blanc has won 7 medals in its first 3 months and the 2011 Chardonnay will be ready some time next year. Hats off to Cam McPherson who has really stepped up in difficult conditions.

Despite the flooded vintage, 2011 has been a fantastic year otherwise with awards trophies and medals.

Love him or hate him, the reality is James Halliday is the most influential wine writer in Australia, so when you are rated 5 stars, people pay attention. The highly rated 2009 Shiraz (96 points) was also selected in his top 100 and was one of only 8 Shiraz's in the very prestigious Reds over \$20, which included Grange amongst others.

Not to be outdone the Cabernet picked up Trophy for Best Cabernet in the Western Victoria Wine Challenge in some pretty fancy company, while the 2010 Chardonnay picked up Best Wine in Show.

Victorian Sustainable Winery of the Year was another trophy, awarded for environmentally sustainable winemaking along with strict quality parameters. As Max Allen said during the

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presentation, to be economically sustainable the wines need to be great in order to sell.

Across the entire range we have never had such accolades. All the reds have picked up 90+ point reviews and medals galore, while the whites have also shone brightly.

OLIVE OIL

OLIVE OIL is back.

Packaged in stylish and practical 500ml bottles the oil has fresh grassy notes. After the great recent rains, we once again have Mount Avoca Olive Oil available. In 500ml bottles, you can buy a whole box and make 12 friends very happy at Christmas, or mix them up with your wine order. Only \$24



New release WHITES – 2010 Chardonnay, 2010 Fumé and 2011 Sauvignon Blanc.

The **2010 Chardonnay** has really hit some high notes with its Trophy and winning the only gold medal awarded at the Western Victoria Showcase held in Melbourne two months ago. A wine that will improve for many years with its layers of fruit, barrel and wild yeast ferment and wonderful structure. It is deceptively light and crisp for a wine packing so many layers of flavour.

The **2011 Sauvignon Blanc** is a modern miracle. From the very difficult flood affected vintage Cam has fashioned one of our best ever Sauvignon Blancs. While we try hard to interfere as little as possible with the natural process, this wine needed a little bit more TLC than usual as the fruit had been rain affected. Using natural processes such as chilling and settling, we were able to obtain a small amount of juice that ended up as a fantastic wine.

The **2010 Fumé** has arrived. The 2009 sold out quickly and the 2010 is even better. Beautiful crisp

flavours with added texture from wild ferment and some time in bottle.

The newest addition to the Sauvignon Blanc family is the **2010 Cordon Cut**. The canes are cut while the fruit is still ripening and the semi-dried fruit produces a concentrated luscious wine with some sweetness and delightful fruit.

All are perfect for summer and are striking examples of their style.

The Big Gun.

After the stellar success of the 2007 Reserve the 2008 RESERVE SHIRAZ is out. Rated 95 points by Halliday, not to mention the 13 medals to date this is an absolute cracker. Arguably even better than the 2007 Reserve, this is a wine that will improve for decades.

Classic Reds

The 2009 vintage was difficult for many with the Black Saturday heatwave affecting vineyards across the state. Fortunately for Mount Avoca, the last two decades of mulch and ongoing organic work meant we had possibly the best vintage ever. Certainly the number of Trophies, points, reviews and medals indicate these are something special.

The 2009 Merlot and Cabernet are almost gone, so now is the last chance to grab these wonderful wines.

WHAT'S ON

We have a number of wine dinners planned in 2012. The first will be at Fenix on Monday 30 Jan, the last

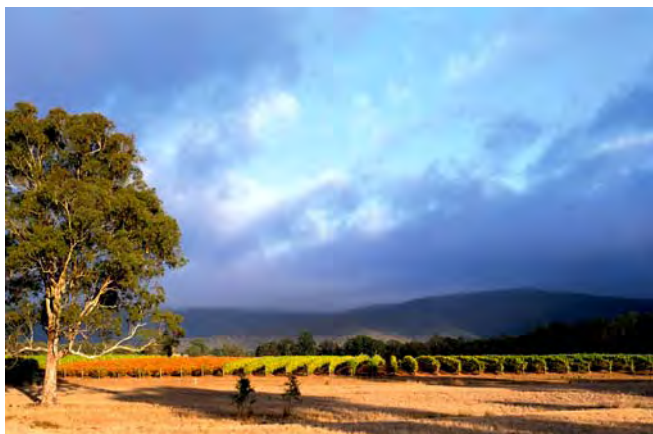


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will be our Seductions lunch in the barrel hall, Sat November 10, 2012

See <http://www.mountavoca.com/winebox/events.asp> for the latest info.



eco-luxe @ Mount Avoca

If you would like to visit, our three lodges are available for luxurious weekends away. We do special deals midweek, so if you can get away during the week you can experience luxury at a fraction of the full rate. Each lodge has amazing views from every window and more tranquillity than you can poke a stick at.

Our old family home, The Homestead is recently renovated and a great place for families of groups.

Bookings, photos and more info, see eco-luxe.com.au

STOP PRESS!

Winestate has just awarded the 2008 Reserve Shiraz 4 ½ stars in its most prestigious category, Best of Style in its end of year The Annual Issue. Recognised as the benchmark for a variety or style this is a great accolade. Also receiving 4 stars are the Jack Barry Sparkling Shiraz, Cabernet Sauvignon, Fume Blanc and Shiraz.

Mount Avoca Wine Club benefits

BRONZE

- 5% off on every order
- 5% off accommodation at eco-luxe
- Access to rare, exclusive and back vintage releases
- Invitations to events and launches

LIFE TIME SILVER

Spend \$500 or more with us you will earn **SILVER** status.

In addition to BRONZE benefits, **SILVER** members receive:

- Free delivery on every mail order
- 10% off on every order
- And 10% off accommodation at eco-luxe and priority bookings.

LIFE TIME GOLD

Spend a \$1000 with us and you will earn **GOLD** status.

In addition to SILVER benefits, **GOLD** members receive:

- Free delivery on every mail order
- 15% off on every order
- And 15% off accommodation at eco-luxe and priority bookings.

PLATINUM

Subscribe to the ultimate wine club and receive:

6 of your favourite Mount Avoca wines delivered to your door twice a year and save \$30 off cellar-door price!

| Selection | Normally | Club price |
|-------------------------------------|----------|----------------------|
| 6 Estate White | \$116.00 | \$86 (save \$30) |
| 6 Estate Red | \$150.00 | \$120 (save \$30) |
| 3 Estate Red 3 Estate White | \$129.00 | \$99 (save \$30) |
| Super Deluxe: 6 Limited Releases | \$183.00 | \$153 (save \$30) |

Your membership will continue from vintage to vintage guaranteeing you receive your specially priced wine packs twice a year plus ALL of the benefits of Gold level membership on any additional orders.

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What other people are saying about us

2009 Shiraz

96 Points. Bright crimson-purple; the bouquet has the special fragrance that comes from co-fermented viognier, bright yet also complex; whole-bunch shiraz (plus the viognier of course) has worked brilliantly, giving the wine great texture, length and balance.

James Halliday:

94 Points. Wines like this shiraz from Mount Avoca make my life as a reviewer so much easier. Open the top and the quality bursts forward. Fresh, vibrant, fruity – and interesting. Plums and eucalypt, smoky cedarwood and fine, gravelly, minerally tannin. It's essence of shiraz. It's not over the top. It's balanced and bright and lengthy. It's gold medal standard for mine. Campbell Mattinson

Aust Wine Journal. **92 points.** Its most pleasing feature may be the way its bright fruit fore-palate translates into lingering, savoury, earthen tones, spiced up by a dry touch of clove. For its price, the transition is something special. So is its ripeness, brightness, winemaking, balance, polish...

2009 Cabernet Sauvignon

94+ I think it would be fair to announce that the Mount Avoca winery has awoken. These 2009s are terrific reds at excellent prices. Gorgeous cabernet. Sturdy and fleshy at once. Big strong blackcurrant-and-black-olive flavours meet eucalypt and toasted cedarwood. Love the way the tannin pulls through the wine here. Love the length. It going to take some time to soften – but it's cracking quality. Campbell Mattinson

Aust Wine Journal. **94 points.** Its charmingly bright fruit takes centre stage on the nose, but on the palate, there's a variety of features playing in harmony, namely richness, suppleness, structure and length. It's simultaneously creamy and supple, willowy even, but the wine's impact through the back palate, defined by a wonderfully even, flared-out coverage of ultra-fine, dusty, gripping tannins, punctuates the package in a truly explosive manner.

THE AGE - Epicure, Ralph Kyte-Powell.

The '09 cabernet from this mature Pyrenees vineyard is a great-value cabernet. It tones down eucalypt regional cues a little, combining blackcurrant and raspberry fruit with minty, cedary and leathery complexity on the nose. The savoury, middleweight palate has mineral, green olive and berry flavours, good depth, real persistence and grippy tannins.

4.5/5 STARS \$\$\$

2009 Merlot

Aust Wine Journal. 90 points. Its palate captures merlot's supple aspects well and like Mount Avoca's other 2009s, it displays a pleasing brightness of flavour up front, this time revealing clear cut cherries and chocolate notes

Where are we?

Mount Avoca is situated just outside Avoca in the picturesque foothills of the Pyrenees Ranges, between the Grampians and Bendigo. An easy two hour drive from Melbourne, visit the wineries and discover Victoria's best kept secret.

Mount Avoca is open everyday from 10am and 5pm (except Christmas and Boxing Day). Follow the signs once you get to Avoca.

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