

Wine Club Newsletter

February 2011

What Customers Think

If you are a chef running a restaurant, it's important to regularly get out of the kitchen and ask diners what they think of their meal. That provides valuable feedback, not just as a quality check but also about which dishes people are really enjoying (and why) and what may be a bit ho-hum.

Similarly with winemakers and our customers.

Unfortunately most winemakers never get to talk to customers, and that is a real shame. For example, a winemaker working for any large producer will be part of a team, with several winemakers and various production staff. They will talk amongst themselves and their industry peers, but the wines they produce will be dictated largely by what the sales and marketing people tell them.

Even in smaller wineries with a cellar door, the winemaker is generally off-site and cellar door

staff are either the owner or casual sales staff, who may be knowledgeable about the wines they are selling but don't actually make them.

Here at Belgrave Park we operate differently to that. Anne and myself (Warwick) staff the cellar door directly, so you always get to talk to someone involved in all aspects of the winemaking process - each step, from pruning the vines right through to bottling the finished wine.

It's also great for me as the winemaker to deal face-to-face with customers - I get to talk to you, to see your reaction to the various wines I have made and to understand what you like (or don't like) and why. It's a continual, fascinating learning experience and I never tire of it - customer feedback forms an integral part of our winemaking approach.

So next time you visit, keep on asking those questions and sharing your thoughts.



Shiraz canopy before trimming



After trimming the canes ('hedging')

Your Last Chance

The 2010 Rose and 2010 Viognier have been tremendously popular, and we are down to the last several dozen bottles remaining. So if you want to top up your supplies of these please order in the next week or so, otherwise you will miss out.

The 2011 Australian Winegrape Harvest

As you would be aware, this season most Australian wine regions have been impacted by the effects of La Niña, with rain and wet conditions. Vineyards that avoided the floods or cyclones still got hit with disease (downy mildew), in many cases wiping out their whole crop. Reports of the impact vary from region to region, but the Riverina may have lost 50% of their total harvest and the latest estimate Australia-wide is a drop of up to 30% over last year. Good for reducing the wine glut, but disastrous for the producers.

Here at Belgrave Park we always have a rigorous IPM (Integrated Pest Management) program in place and have avoided any disease issues so far. To maximise air movement and sunlight penetration in the vineyard canopy we have been 'hedging' the canopy to keep on top of the rampant vigour and shoot growth (caused by the wet soil conditions). The only concern is that ripening is about 3 weeks behind, but as long as we get some warm sunny weather from here through to harvest everything should be fine.

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Tasting Pack Winner

As you may recall, each Wine Club member who bought a 2010 Tasting Pack was entered in the draw to win two bottles of our 2006 Gold Medal Cabernet, valued at \$80. The winner was Rob Blount, in the A.C.T.

As Rob said, 'Wow - I certainly never expected that and it is a fantastic bonus for the end of the year'.

Wine Allergen Found

Scientists in Denmark believe they have found the mysterious allergen in wine that causes headaches, stuffy noses, skin rash and other allergy symptoms.

New research has revealed glycoproteins - proteins coated with sugars produced naturally as grapes ferment - may be the main factor that cause wine allergies in an estimated 8 percent of the population worldwide.

The discovery opens the door to development of winemaking processes that minimise formation of the culprit glycoproteins and offer consumers low-allergenic wines.

Existing research shows that about 12 percent of those allergic to wine react to sulphites, sulphur-containing substances that winemakers add to wine to prevent storage and that also occur naturally.

But the wine components that trigger allergies in the remaining 88 percent have until now been

unclear. The new study appears in ACS' monthly 'Journal of Proteome Research'

From Australian & NZ Grapegrower & Winemaker December 2010

Pickers - Your Details Please

Over the past few months, many of you have expressed interest in coming along to help with picking the grapes.

I didn't take any of your details at the time though. So for those of you interested in picking, please let me know (phone 6493 6377 or e-mail).

It's an easy, fun morning - at this stage harvest will be April (different varieties at different times).

Personalised Wine Labels

There are many occasions where a personal touch makes all the difference.

- Gifts for valuable customers
- Weddings
- Christmas gifts for family, friends & clients
- Family reunions
- Anniversary events
- etc

We now offer personalised, high quality labels for Belgrave Park wines, with a minimum order quantity of just 12 bottles.

Contact us for more details.

Wine Articles

There are quite a few new 'At The Winery' newspaper columns since the last newsletter. These are:

- Pinot Noir
- Fishy Wine
- What Do Wine Medals Really Mean?
- Marsanne
- Pencil Shavings
- Wine Blends
- Viognier
- Can't Find A Good Chablis?

Just [click here](#) to read the articles. You can also find them on our website at www.belgravepark.com under the 'Wine Articles' menu.

Please send me an email if you want a particular topic covered in future columns.

WINE ORDER FORM

For case shipments only, not individual bottles

Wine	Per bottle mixed case	Bottles	Total \$
2009 Sangiovese	\$20.00		\$
2009 Shiraz	\$18.00		\$
2009 Merlot	\$16.00		\$
2008 Chardonnay	\$12.00		\$
2010 Rosé LAST STOCK	\$12.00		\$
2010 Viognier LAST STOCK	\$18.00		\$
2009 Verdelho	\$12.00		\$
2008 Marsanne-Roussanne	\$15.00		\$
Total Bottles (multiples of 12)			
Freight (\$18 per case NSW and Vic only) Contact us for other areas			\$
Total Order Value			\$

DELIVERY DETAILS

Name: _____

Address: _____

City: _____

State: _____ Postcode: _____

Phone Number: _____ Email _____

PAYMENT DETAILS (Credit card only)

Card Type: Visa _____ Mastercard _____

Card Number: _____

Expiry Date: Month _____ Year _____

Cardholder Name: _____

Signature: _____ (I am at least 18 years of age)

**PHONE US ON (02) 64936377 OR
FAX THE COMPLETED ORDER FORM TO (02) 6493 6388
OR POST TO P.O. BOX 5248 COBARGO N.S.W. 2550**

- IT IS AGAINST THE LAW TO SELL OR SUPPLY ALCOHOL TO, OR OBTAIN ALCOHOL ON BEHALF OF, A PERSON UNDER THE AGE OF 18 YEARS
- PLEASE ALLOW UP TO 10 DAYS FOR DELIVERY
- WE WILL INCLUDE A RECEIPT & TAX INVOICE WITH SHIPMENT