AUSTRALIAN WINE MADE OUR WAY

M A R G A R E T R I V E R

AUSTRALIAN WINE DISCOVERED
Australia’s unique climate and landscape have fostered a fiercely independent wine scene, home to a vibrant community of growers, winemakers, viticulturists, and vigneron. With more than 100 grape varieties grown across 65 distinct wine regions, we have the freedom to make exceptional wine, and to do it our own way. We’re not beholden by tradition, but continue to push the boundaries in the pursuit of the most diverse, thrilling wines in the world. That’s just our way.
One of the world’s youngest wine regions, Margaret River is something of a prodigy, achieving success, prestige and international acclaim at an early age.

- Powerful yet elegant Cabernet Sauvignon, Semillon Sauvignon Blanc blends and Chardonnay
- Grape-growing paradise
- One of the world’s most geographically isolated wine regions
- Minimal-intervention farming and a dynamic winemaking community
TODAY WE’LL COVER...

- The history of Margaret River
- Geography, climate and soil
- Viticulture and winemaking
- Prominent varieties
- Margaret River by numbers
The History of Margaret River: A Bright Young Star

1955

Harold Olmo, professor of viticulture at the University of California, takes the first step in establishing Margaret River as a wine region, recommending the planting of wine grapes in Australia’s south-west.

1965

Dr John Gladstones, an agronomist from the University of Western Australia, identifies that the climatic conditions of the region are ideal for producing premium wines.

1967

Dr Tom Cullity plants the first modern commercial vineyard at Vasse Felix. The vineyard’s original Cabernet Sauvignon and Malbec plantings still grow today.
Margaret River has grown steadily since its establishment as a wine region and is now renowned for producing many of our most premium wines.

1976
The first Chardonnay vines are planted at Leeuwin Estate, Cullen Wines and Moss Wood.

1982
International acclaim arrives when the second vintage of Leeuwin Estate’s ‘Art Series’ (1981) is named “the best Chardonnay in the world” by Decanter magazine.

1983-84
Margaret River’s reputation as a producer of fine Cabernet Sauvignon is cemented when Cape Mentelle wins back-to-back Jimmy Watson Trophies at the Melbourne Wine Show.

1996
The Geographical Indication (GI) Margaret River is registered.
GEOGRAPHY, CLIMATE AND SOIL: A GRAPE-GROWING PARADISE

- Long, narrow region 270km from Perth
- Hugged by the Indian and Southern Oceans
- Geographically isolated, bestowed with ancient soils and a unique biodiversity
- Ideal grape-growing conditions
**Latitude**

33° 57'S - 38° 29'S

**Altitude**

**Margaret River**

40-90M / 131-295FT

**Low - Medium**

500–749M
1640–2459FT

**Medium - High**

750–999M
2460–3279FT

**High**

>1000M
>3280FT
CLIMATE

Mediterranean with strong maritime influences

GROWING SEASON RAINFALL

Margaret River

Low-Medium

275mm (10.8in)
MEAN JANUARY TEMPERATURE

HOT
>23°C

WARM
21°C–22.9°C

MODERATE

MARGARET RIVER
20.4°C (68.7°F)

COOL
17°C–18.9°C

WARM DEGREE DAYS

HEAT

1600 –1899
High

1300 –1599
Medium

1000 –1299
Low

>1900
Very High
Predominantly deep, well-drained, red gravelly loams on granite and gneiss. These ancient soils are low in nutrients and ideal for growing high-quality grapes.
VITICULTURE AND WINEMAKING:
MASTERS MEET
THE MASTERFULLY
EXPERIMENTAL
- Minimal intervention to produce pristine fruit that expresses terroir
- Growing adoption of organic and biodynamic practices
- High-quality heritage clones
- Harvest: February–April
WINEMAKING

- Classic techniques influenced by the local environment
- Climate lends itself to low-intervention approach
- Most wines see oak but winemakers practise restraint
- New generation of innovative winemakers experimenting with alternative techniques
TASTE OF MARGARET RIVER

Noteworthy varieties
SEMILLON SAUVIGNON BLANC BLENDS

TYPICAL FLAVOURS
- Gooseberry
- Passionfruit
- Lime
- Lemon curd
- Grapefruit

SEMILLON accounts for 15% of total annual crush
SAUVIGNON BLANC for 21%

TWO VARIETIES THAT ARE INHERENTLY COMPLEMENTARY

HELPED PUT MARGARET RIVER ON THE WINE MAP
Semillon Sauvignon Blanc Blends

**COLOUR**
- Light
- Medium
- Full

**BODY**
- Dry
- Medium dry
- Sweet

**SWEETNESS**
- Low
- Medium
- High

**UNOAKED OR OAK**
- Low
- Medium
- High

**ACIDITY**
- Low
- Medium
- High

**ALCOHOL**
- 8%
- 12% – 13.5%
- 17%
CHARDONNAY

WORLD-CLASS WINES

RICHER, RIPER STYLES PROVIDE A CONTRAST TO LEANER, COOL-CLIMATE STYLES

16% OF TOTAL ANNUAL CRUSH

TYPICAL PRIMARY FLAVOURS
- Mandarin
- Grapefruit
- Nectarine/white peach

TYPICAL SECONDARY FLAVOURS
- Toast
- Toasted almond
- Spice
- Chalk
- Gunflint
- Nougat
- Minerality

MARGARET RIVER

World-class wines

Richer, riper styles provide a contrast to leaner, cool-climate styles

16% of total annual crush

Typical primary flavours
- Mandarin
- Grapefruit
- Nectarine/white peach

Typical secondary flavours
- Toast
- Toasted almond
- Spice
- Chalk
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CHARDONNAY

COLOUR
- Light
- Medium
- Full

BODY
- Dry
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SWEETNESS
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OAK

ACIDITY
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- Medium
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ALCOHOL
- 8%
- 12.5% - 13.5%
- 17%
CABERNET SAUVIGNON

HERO VARIETY FOR MANY LOCAL PRODUCERS

HIGH QUALITY AND SUITED TO LONG-TERM CELLARING

22% OF TOTAL ANNUAL CRUSH

TYPICAL PRIMARY FLAVOURS
- Cassis
- Blackcurrant
- Blueberry
- Red currant
- Bay leaf
- Dried herbs

TYPICAL SECONDARY FLAVOURS
- Smoke
- Cedar

MARGARET RIVER

MARGARET RIVER CABERNET SAUVIGNON

FLAVOURS
MARGARET RIVER BY NUMBERS

TOP 5 EXPORT DESTINATIONS
- CANADA
- UNITED KINGDOM
- CHINA
- SINGAPORE
- UNITED STATES

CRUSH
Approx. 42,000 TONNES PER YEAR OF AUSTRALIAN TOTAL GRAPE CRUSH = 2%

WINE TYPE
- 60% RED
- 40% WHITE

VARIETIES
- Cabernet Sauvignon 22%
- Sauvignon Blanc 21%
- Chardonnay 16%
- Semillon 15%
- Shiraz 11%

TOP 5 VARIETIES
22%
16%
15%
11%
2%
Fine wines and innovative winemaking techniques that are setting the standard for Australian wine.
THANK YOU