

FIVE FAMILIES | ONE VISION

Pennered by

PENMARA

JUNE 2004

NEWS AND REVIEWS FROM OUR VINEYARDS AND BEYOND

### 2004 VINTAGE REPORT

QUANTITY DOWN **QUALITY UP** FROM THE 5 VINEYARDS

**HUNTER VALLEY** After a dry winter and spring, we were looking for a smaller than expected crop. When this was coupled with the summer heat, yields were down on average around 10 to 15 %. Harvest started about 1 week earlier than normal and we were able to get the fruit into the winery, in good clean condition. Verdelho and Chardonnay are showing potential, along with some fantastic Semillon. The Shiraz grapes show ideal sugar and flavour profiles with small berries of good colour. The Chardonnay and Shiraz are set to stand out this year. Chardonnay sitting in oak is displaying wonderful flavours and acid balance. Shiraz from the Hunter is potentially outstanding.

**ORANGE** In our Orange vineyard the longer ripening period (Warm days / cool nights) have meant the wines have exceptional flavour profiles and acid structure. Vintage started slightly later than normal, but the fruit was received in the winery in excellent condition. The yields are slightly lower than last year, but the wines are looking great.



### NEW PENMARA RESERVE LABEL

Penmara is proud to announce the release of a new label for our Reserve Range. Taking it's design cue from the successful Five Families label, we have incorporated our distinctive logo, plus the numeral 5, to give our entire range more of a family look. The elegance of the previous Reserve label has been maintained, but we have given it a more contemporary feel. This new label will be available on all shipments of the fantastic 2002 vintage



PENMARA RESERVE CHARDONNAY 2002

PENMARA RESERVE SHIRAZ 2002

[www.penmarawines.com.au](http://www.penmarawines.com.au)

### 2003 PENMARA RESERVE VERDELHO

A great Review has been received from the Canadian Magazine 'VINES' (May/June 2004) **RATED 4 Stars**

*"Australia's Hunter Valley is home to two offbeat whites that every wine lover should seek out: Semillon and Verdelho, one of the grapes used for Madeira that produces a full-bodied, dry table wine Down Under. The best examples of both have good bones—nice structure and acidity—for aging. Penmara's Verdelho Reserve is a nice expression of the grape, with tropical fruit aromas and flavours. It's charming, easy-to-drink white that is pleasant by the glass or with a wide assortment of light warm weather fare."*

### LONDON WINE FAIR MAY 2004

Penmara presented a range of our wines at this prestigious international wine show in London. An annual event, it showcases the best of the wine industry from around the world. A special mention must go to Matt McCulloch from Thierry's. (Our UK importer). Wine industry personal are normally a hard bunch to impress, but Matt and his band had them all dancing in the aisles after the show. We can't wait to see what he will get up too next year.

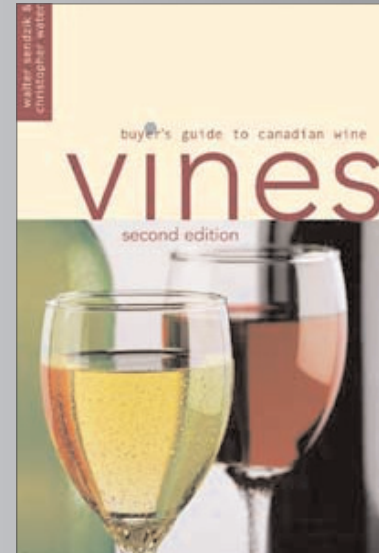
### PENMARA FIVE FAMILIES SHIRAZ ONTARIO CANADA

In May 2004 the 2001 Penmara Five Families Shiraz will be launched in the general list category of the LCBO. The LCBO is the single largest purchaser of alcohol in the world and we are overjoyed to have one of our wines in their general distribution. We have previously sold a number of our Reserve Wines in the LCBO fine wine outlets (Vintages) however this is our first outing in the larger stores. Keep an eye out for the wine the next time you are in Toronto.

### WINE AUSTRALIA

25-29 NOVEMBER 2004

Sydney will be hosting this biannual event in November, which has fast become the show- piece of the Australian wine industry. As in 2002, Penmara will have our own stand, so keep the dates in your diary free and we hope to see you there. Further details will be made available a little close to the date.



## YATALLA CREEK

DRAWN FROM THE ANCIENT SOILS OF AUSTRALIA

We are pleased to announce our new Yatalla Creek Range.

When one of our vineyards was planted 20 years ago, preparation of the soil and land uncovered ancient fossils of crocodiles and other marine animals. When it was decided to create a new range of wines, the discovery of these fossils was remembered and gave rise to the distinctive crocodile label that we see today.

For more information on these wines contact Matthew Eagan at [matthew@penmarawines.com.au](mailto:matthew@penmarawines.com.au)

