

Geelong Wine eNews – Winter 2011

10th ANNUAL TOAST TO THE COAST

If you've loved Toast to the Coast in the past, just wait until this year – it's our 10 year celebration!! Planning has already started with putting together Geelong's major annual wine and food festival for 2011. Celebrating Geelong's premium cool climate wines, regional produce and much, much more.....visit:

www.toasttothecoast.com.au

for regular updates!!

Early Bird tickets on Sale NOW
for the month of August through GPAC:
@25 normally \$30 – [click here](#) to purchase

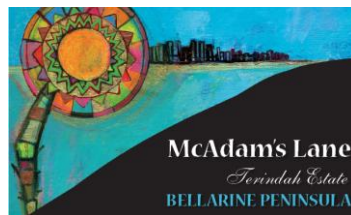
NEWS & EVENTS

- > [Toast to the Coast](#)
- > [Geelong Wine Pour](#)
- > [Geelong Wine Show](#)
- > For News & Events updates, visit winegeelong.com.au



FEATURED WINERIES

Come visit and explore our three beautiful sub regions!!!



SURF COAST/OTWAYS

Otway Estate Winery and Brewery

Otway Estate produces a liquid to quench any thirst. From Boutique wines, hand crafted beer and cider to a vast selection of delicious cordials. Each beverage is produced on site using natural local products – Estate grown wine grapes, local fruit and berries, or pure Otway rainwater....

[Website](#)

THE BELLARINE

McAdams Lane (Terindah Estate)

Situated on the Bellarine Peninsula between Drysdale and Portarlington. McAdams Lane/Terindah Estate has uninterrupted views across Corio Bay to Geelong and across Port Phillip Bay to Melbourne and the Mornington Peninsula....

[Website](#)

MOORABOOL VALLEY

Eagle Rise (Wild Wine)

Over a decade ago David Dillon reaffirmed his love of the region when he established Eagle Rise Vineyard on a patch of red soil over limestone, above the waterholes he used to fish as a teenager. Together with his wife Erica, they continue to tend the vines, make multi winning single vineyard wines and serve at their restored 1880's Sunday Schoolhouse cellar door....

[Website](#)

GEELONG WINE – DID YOU KNOW THAT...

The Geelong wine region embraces three dynamic sub regions - each boasting its own unique micro climate and 'terroir':

- the Surf Coast/Otways - diverse and often rugged terrain, magnificent beaches, amazing waterfalls and sweeping plains, and some extraordinary wines
- the Moorabool Valley - a place of raw beauty with picturesque hills, valleys, rugged bush, historic mining towns, towering red gums and exceptional wines
- the Bellarine - charming seaside villages, rolling hills and a multitude of secrets, vistas, provedores and fine wines

The result is that our wines display an incredibly broad range of palate nuances, delicate fingerprints of each sub region, yet all part of one greater region...Geelong!

PEOPLE MADLY STOMPING - WHAT'S IN A NAME?

People Madly Stomping Pinot Noir 2008

Every year Marcus Hill Vineyard invites family, friends, kids and dogs pick on a Sunday morning and then have some lunch and a quiet drink or two. Generally a couple of picking bins of grapes are stomped by foot by the kids! It is not a delicate zen like operation as the kids really stomp the living daylights out of the poor unsuspecting grapes - the French term for it is pigeage. The parents, meanwhile, stand around drinking laughing and taking photos. It generally takes a few months to wash the pink hue out of the undies.

People often ask whether foot stomping is hygienic. We do have a foot bath that everyone has to go through prior to jumping into the picking bin but that really just gets the dirt off. Wine is a really stable product and the bad effects of wine are generally too much of it. It is very acidic and contains alcohol, an environment that nearly all bacteria, including the food poisoning bacteria such as e coli, salmonella and listeria cannot survive in.

The people named on the label are the dumb mates that have planted, picked pruned or stomped!

2008 was a lovely year in the vineyard. It rained, and did not rain, at the right times, the winds were less frantic and the temperatures kind. We had a good yield of ripe healthy fruit. Hand picked, this wine was inoculated and fermented in open fermenters. It was aged in seasoned French Oak for about a year. A mixture of red cherries and ripe plum on the nose is followed by lovely bright fruit with hints of wild herbs. The finish is soft, long and has gentle ripe tannins. With time in the glass the fruit gives way to the more savoury funky elements in the middle palate. This is a good example of a delicate, cool climate pinot noir.

People Madly Stomping is made by Richard and Margot Harrison of Marcus Hill Vineyard which:

- is in Marcus Hill on the Bellarine Peninsula, approximately 5Km from Pt Lonsdale and Queenscliff.
- has about 6-7 acres under vine - primarily Pinot Noir, with a bit of Chardonnay, Gris and Shiraz.
- is very small and makes about 800 cases per year.
- Retail Price \$18.00 – for more information, email harrisons@marcushillvineyard.com.au or call 03 5251 3797

TALKING TERROIR

What is *terroir*?

Terroir (pronounced tair-wahr) is a French word. Most books say that it has no real English translation. Despite this, the word *terroir* is used increasingly by Australian winegrowers (and producers of other site specific agricultural products).



In its simplest form *terroir* refers to the physical aspects of a vineyard. These include the soil, the slope, the aspect and the microclimate. The suggestion is that wine produced from each vineyard will have a unique taste because each *terroir* is different. It has been said that while the variability of weather, or different winemaking techniques can affect the quality and the personality of a wine, the *terroir* will provide the wine with the same underlying character year after year.

In France, with over 1000 years of winegrowing history the definition of *terroir* acquires an added dimension. The character of a wine is not only dictated by the physical place, but to the culture and the history of that place. What is implied in the French understanding of *terroir* is that winegrower will interfere as little as possible in the winemaking process. Wine, as a result, will be a simple reflection of that place, both physical and cultural. This notion of 'the taste of place' or *gout du terroir* underpins the French wine classification system, *appellations d'Origine controlees*.

Bob Swinburn, Winemaker

VINTAGE 2011 – CHALLENGING BUT STRONG

Geelong Region - Vintage 2011

Similar to the majority of Victorian wine growing regions, Geelong faced numerous challenges in the lead up to Vintage 2011, the result of a comparatively wild and wet season with bouts of humidity dispersed throughout. These climate influences saw both a late harvest and natural attrition in terms of yield but Geelong vignerons are reporting that the resultant quality of fruit and varietal intensity across the board is of a consistently high standard.

A particularly positive aspect of Vintage 2011 is the fact that there has been some beautiful, slow ripened fruit shining through, particularly in the aromatic whites. The prediction is that wines emanating from Vintage 2011 will do the Geelong region proud on both the Australian and international wine stage.

dear Wine Guru,

Art or Science? Why do Cellar Doors provide spittoons?

Dear Wine Guru,

Recently I visited a local cellar door and tried some fantastic wines. I noticed other patrons were using a spittoon that was provided. I tried using it also but embarrassingly I just ended up dribbling wine down my shirt. Much to the amusement of the other tasters. I found it all a little daunting. Should I be spitting when tasting wines? It seems such a waste. Why do cellar doors provide spittoons?

Wine Novice, Melbourne.

Dear Wine Novice,

It is never a waste to taste wine correctly using a spittoon. In fact, as a winemaker myself, I greatly appreciate when a customer is so serious and interested enough in my wines that they would spit them out. There is a bit of a knack to spitting wine without making a mess. I suggest you practice in the shower. Accomplished spitters can cleanly spurt the wine into a bucket or spittoon up to 1m away.

As a wine professional, I taste many wines on most days and it is important to remain sober. Apart from the obvious health and safety issues, it is being able to perceive and remember the wines tasted that is most important and so when tasting, spitting is treated as a fundamental part of the process. Not wanting to sound irreverent, it's like religious ritual.

A technique for tasting that includes spitting is the best way to make an accurate assessment of the wines and in particular, remember their flavours and their characteristics for whatever purpose may be required. It is important to understand two things about tasting wine. Firstly, all the wonderful flavours we experience are picked up in our nose. Our mouth only picks up sweetness, saltiness, bitterness and astringency. Every flavour we taste in food is actually smelt. To that end, one's technique for tasting needs to maximise the mouthfeel and flavour perception. The function of swallowing a mouthful of wine cleans the palate ready for the next mouthful. It's like wiping your tongue clean of the wine and its flavours.

To get the best out of tasting, a wine firstly one swirls the glass to release the aromas and bouquet, sniffs from the glass then sips the wine and rests it on the tongue while gently sucking air through the wine. All the time smelling the fantastic flavours of the wine. If one then spits the wine out across the tongue instead of swallowing then as you breaths in the air interacts with the wine components such as the tannins, acid and any sweetness to merge the resultant mouthfeel with the glorious flavours being experienced in the smell. As well, because you're sober, you remember what you liked or disliked about the wine so that when you sit down with your family and friends for a lovely meal you can select the wine most suitable for the occasion with confidence. Great wine is to be enjoyed!

Cheers, Wine Guru

Got a question about any aspect of wine? Send it into ATTN: Wine Guru via info@winegeelong.com.au



SPONSORS

Toast to the Coast Sponsors 2011

As we gear up to celebrate the 10th annual Toast to the Coast Festival, a BIG thank you to our wonderful sponsors!



TheBellarine.



Geelong **Advertiser**

In 2011, Geelong Wine also welcomes our new Toast to the Coast Corporate Community Partners:



Winter & Taylor Motor Group –

Winter & Taylor was established in 1908. In 1926, after their appointment as a General Motors Dealer, the tradition began that continues today. The dealership moved to its present location at 101 Mercer St, Geelong in 1974.

The Morphy family name has been synonymous with Winter & Taylor through much of its history, ever since Shelley Morphy was Managing Director from 1948 to 1952. However, it wasn't until 1981 when his sons, Ron & Brom Morphy took control of the dealership that a new era began.

It was during the next two decades that they would make Winter & Taylor one of Geelong's and regional Victoria's most successful General Motors dealerships. Their formula for success was a simple combination of quality products, experienced staff and outstanding customer service – values that still ring true today.

The third generation of the Morphy family continues steering Winter & Taylor with James Morphy assuming control in 2001. The dealership has continued to grow with a staff of around 100 employees offering a broad range of products and services to their customers – A **one stop shop** for New Cars, Used Cars, Trucks, Service, Parts and Paint'n'Panel shop for all your motoring needs.

- Our nominated liaison/contact person name and email address for all ongoing communication

Name: **Melanie Greenhough**
Email: melanie@wth.com.au
Phone: 5222 1811
Web: www.wth.com.au



MacMillan Cowan & Co is a Geelong based firm of Chartered Accountants that prides itself on providing an exemplary level of service for small to medium sized business clients, particularly in the areas of taxation and superannuation planning. The firm acts for a diverse range of businesses in all States of Australia.

The firm originated in 1986 when Peter MacMillan and Geoff Cowan acquired the Geelong office of Coopers & Lybrand.

Today the Partners are Geoff Cowan and Paul Bongiorno and they employ an experienced team of accountants and administrative staff, all nurtured to provide the same high level of service that distinguishes the firm from many other accounting firms.

Our focus has always been to improve the "Bottom Line" for our clients by:

- Restructuring the client's affairs;
- Outlining better financing options;
- Re-organising the way clients are remunerated;
- Establishing strategic superannuation plans;
- Improving the client's asset protection position;
- Maximising the client's motor vehicle expense claim; or
- Advising on the most effective means of drawing out superannuation benefits.

From our point of view, there is always a way we can improve the client's position.

Telephone (03) 5222 2866

Steampacket House, Suite 3, Level 2, 10 Moorabool Street, Geelong

Email reception@maccow.com.au

Website www.macmillancowan.com.au



PROVIDING SOLUTIONS & SATISFACTION TO YOUR NEEDS

In a tough industry that relies on customer satisfaction, integrity and professionalism, it's no wonder Gartland Real Estate is a Geelong success story.

It's operated by one of the region's most respected names in real estate and has quickly established itself as an industry leader that others follow. That's no mean feat considering Gartland Real Estate started business without a client or property listing just a few short years ago.

Today, Gartland markets over 200 properties for sale or lease and manages a substantial property portfolio in the range of 600 residential properties and 250 commercial properties. But success doesn't come without hard work and between Bob, his wife Phillipa, and the Gartland team they've done their fair share, and do so day in day out to deliver the goods for their clients.

'My philosophy is simple. Nothing is impossible. It's the basis of our approach to doing business and everything we do. We know our stuff, we go out and get the job done, and the client is happy.' - Bob Gartland
Let's face it, there are a lot of real estate agents out there.

What really makes the difference is the people given responsibility for managing the sale or lease of your property. That's the Gartland point of difference.

Phillipa leads the Gartland Residential Team with a commitment to client service guided by a philosophy based on honesty and integrity. They really will work hard to achieve the best result for you, the customer. But don't just take our word for it - it's why our clients stay with us long term.

'There's a good reason why Gartland's customers come back time and again. They know they'll get professional, efficient, friendly service - and the result they're looking for. Isn't that what it's all about?' - Phillipa Gartland

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Goodway Print Group is a family-owned and operated business based in Geelong.

For over 35 years, Goodway have produced high-quality printing services at competitive prices, servicing clients Australia wide.

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For agricultural products, service and advice, your 'local blokes' at Williams & Jackson are hard to beat.

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See us for crop protection chemicals, fertilisers, pasture & cropping seed, spraying equipment, farm & electric fencing, animal health products and Geelong's best range of rainwater tanks & pumps.

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Williams & Jackson are specialists in water storage products, including rainwater tanks, pumps, pipes and fittings. Our trained staff can help with design and selection of water supply systems for household, commercial and rural applications. We offer a free no-obligation measure & quote and a free delivery service in the Geelong area.

Our store is conveniently located on the corner of Thompson Road and Furner Avenue, North Geelong with plenty of free parking.

For specialist advice and all the latest products call in and see the team at Williams & Jackson. Phone us on

03 52403800 or visit www.willjack.com.au

GREAT GEELONG WINE POUR



Showcasing Geelong wines September, October and November

A Geelong Winegrowers Association (GWA) initiative, the Great Geelong Wine Pour has firmly established itself as an exciting feature on the local epicurean calendar. A vast array of restaurants in the Geelong region will again be toasting this region's sensational wines in the Great Geelong Wine Pour, which, in 2011 has been dramatically extended and will be held over three months – September, October and November. The Great Geelong Wine Pour sees local restaurants showcase Geelong Wines by putting them 'on the pour' - selling them by the glass to patrons during the nominated period.

For more details visit www.winegeelong.com.au/great_geelong_wine_pour

GEELONG WINE AND SOCIAL MEDIA

Wine is first and foremost a social drink! So it's not surprising that in the world of social media, an ever growing number of people are having online conversations about wine. Many GWA wineries are joining the hundreds of wineries with Facebook pages and a few are joining the 'twitterverse' where there are nearly 10,000 tweets about wine every day.



So, we've decided to get on board too - Geelong Wine is now on [Facebook](#) and on [Twitter](#)! It's great to be able to shout out about the fantastic wines and cellar door experiences that we have on offer in this region. We've able to connect up with locals, fans, retailers, restaurants, winemakers, wine buffs, wine bloggers and reviewers all around the world to sing the praises of our wine region right alongside the more well-known 'heavyweights' of Australian wine.



If you're on Facebook or Twitter, please be our friend, fan or follow us and join in the chat about Geelong Wine - and if you're not, sign up and see what all the fuss is about! Let us know what wines you're drinking, what foods you're matching them with - and keep up to date with what's happening in our wineries, their latest releases, special offers, wine show results and news on the 10th anniversary of [Toast to the Coast](#).

Geelong Wineries Touring Information

For information about touring Geelong wineries and this spectacular region, visit www.winegeelong.com.au



Geelong Wineries touring brochure and map

Next time you're passing a Visitor Information Centre, pick up the Geelong Wineries touring brochure map. [Read more](#)



Visitor information 1 800 620 888

www.visitgeelong.org

www.visitbellarine.com

www.visitsurfcoast.com

www.visitotways.com

www.mooraboolvalley.com.au

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