

AUSTRALIAN WINE
MADE OUR WAY

HERITAGE AND PLACE

UNDERSTANDING SHIRAZ REGIONALITY



AUSTRALIAN WINE DISCOVERED

1

TONIGHT'S SESSION

- Australian Wine Discovered
- History of Shiraz in Australia

Factors Affecting Style and Quality:

- **In The Vineyard**
 - Regions, sites & soils
 - Clones and vine age
- **In The Winery**
 - Whole cluster use
 - Fermentation vessels and temperatures
 - Oak use & ageing
- **Shiraz In The Glass**
 - Characteristics and typical regional expressions

2



AUSTRALIAN WINE DISCOVERED

EDUCATION MADE OUR WAY

3

TOPICS

25 comprehensive programs

AUSTRALIAN VARIETIES	AUSTRALIAN REGIONS	TOPICAL
Cabernet Sauvignon and blends	Barossa	Introduction to wine
Chardonnay	Coonawarra	Foundations of Australian wine
Grenache and blends	Hunter Valley	Aged Australian wine
Pinot Noir	Margaret River	Australia's old vines
Riesling	McLaren Vale	Australian sparkling wine
Semillon and Sauvignon Blanc	Mornington Peninsula	Organic and biodynamic viticulture and winemaking
Shiraz and blends	Tasmania	
Alternative varieties	Yarra Valley	
	Adelaide Hills	
	Clare Valley	
	Langhorne Creek	

4

200+ EDITABLE MATERIALS AND RESOURCES

DETAILED GUIDES

Comprehensive topic information and tips for facilitating a tasting, whether you're an educator, winery, retailer, distributor, importer or other.

EDITABLE PRESENTATIONS AND VIDEOS

Highly-visual PowerPoint slides and videos to convey key points and bring a tasting to life.

TOOLS AND RESOURCES

Handouts, maps, attendance certificates, tasting lists, sheets, mats and more.

CONSUMER EBOOKS

5

FREE OPEN GLOBAL ACCESS

Free program materials and resources
Unrestricted access
Global reach

www.australianwinediscovered.com

6

AUSTRALIAN SHIRAZ: THE STORY OF AN AUSTRALIAN LEGEND

Shiraz is one of Australia's most established and loved varieties.

- Grown by 4 out of 5 wineries
- Represents nearly half of planted red grapes
- Nearly 1/4 of total wine production

FUN FACT
You say Syrah, we say Shiraz
 This variety is called Syrah almost everywhere else in the world. However, due to its commercial success internationally, Australian producers have chosen to label their own wine "Shiraz".

7

AMERICAN CABERNET

FRENCH PINOT NOIR

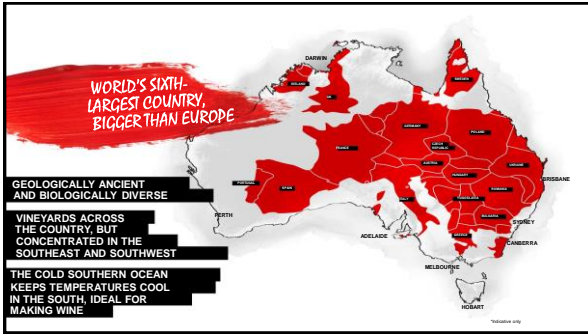
AUSTRALIAN SHIRAZ

8

WINE REGIONS OF AUSTRALIA

WESTERN AUSTRALIA	NEW SOUTH WALES
1 Swan District	30 New England Australia
2 Perth Hills	31 Hastings River
3 Peel	32 Hunter
4 Geographe	33 Mudgee
5 Margaret River	34 Orange
6 Blackwood Valley	35 Cowra
7 Pemberton	36 Riverina
8 Manjimabo	37 Hilltops
9 Great Southern	38 Southern Highlands
	39 Goulburn
	40 Canberra District
	41 Shoalhaven Coast
	42 Tenterden
	43 Penrith
SOUTH AUSTRALIA	VICTORIA
10 Southern Flinders Ranges	44 Murray Darling
11 Clare Valley	45 Owen Hill
12 Barossa Valley	46 Goulburn Valley
13 Eden Valley	47 Rutherford
14 McLaren Vale	48 Glenrowan
15 Adelaide Plains	49 Beechworth
16 Adelaide Hills	50 King Valley
17 McLaren Vale	51 Alpine Valleys
18 Kangaroo Island	52 Strathgunga Ranges
19 Southern Flinders Ranges	53 Upper Goulburn
20 Currency Creek	54 Heathcote
21 Langmead Creek	55 Bendigo
22 Padthaway	56 Pyrenees
23 Mount Benger	57 Macedon Ranges
24 Wrattonbully	58 Sunbury
25 Robe	59 Grampians
26 Coonawarra	
27 Mount Gambier	
QUEENSLAND	

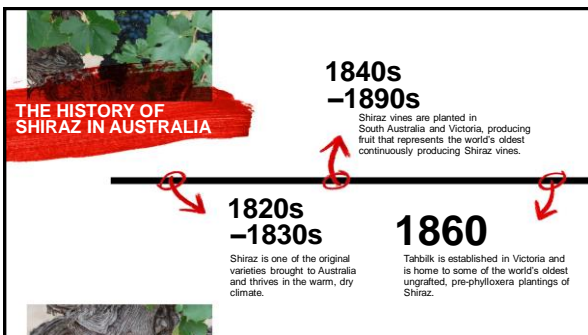
9



10



11



12

1867
Henry Best plants Shiraz in his Great Western vineyard in Victoria, and these vines continue to thrive today.

1950s -1970s
Shiraz makes its move to become the most popular wine in the country.

EARLY 1900s
Shiraz continues to prosper in almost every corner of the country, with its suitability to Australia's various climates, topography and soils superseding other varieties.

13

1980s -1990s
Australia's winemakers craft wines with deeper colour, higher alcohol levels and new oak maturation.

TODAY
The reputation of cool-climate Shiraz grows, standing proudly alongside traditional, rich, full-bodied warm-climate styles of Australian Shiraz that are enjoyed all over the world.

2000s
While blockbuster Shiraz is still being made, with inky depth and syrupy richness, tastes are increasingly appressed by more moderate styles.

14

VITICULTURE:

SHIRAZ IN THE VINEYARD

- Clones and vine age
- Viticultural practices
- Viticultural hazards

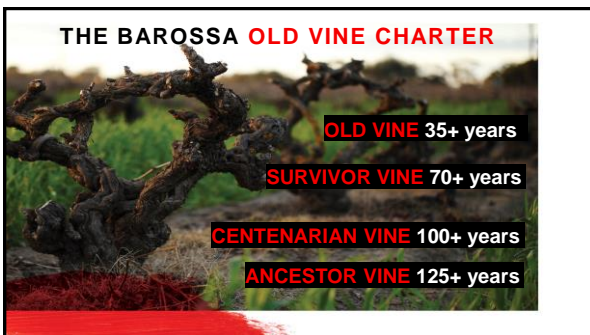
15



16



17



18



19



20



21

CLONES

- Small gene pool
- 1654 is most widely planted and favoured clones
- Other Clones include PT23 (Vic), BVRC 12 & 30 and SAVI 17 & 19 clones

22

SHIRAZ IN THE WINERY

Whole cluster use
 Fermentation vessels and temperatures
 Oak use & ageing

23

WINEMAKING: TECHNIQUES INFLUENCING SHIRAZ

STEMS LEFT IN CONTACT
 WHOLE-BUNCH FERMENTATION

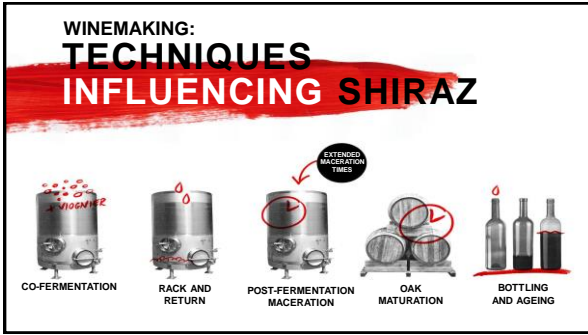
STEMS ADDED
 STEM INCLUSION

WHOLE-CLUSTER CLUSTERS STEEPED
 CARBONIC MACERATION

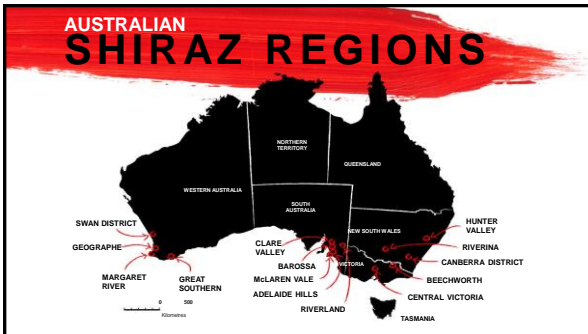
MALOLACTIC FERMENTATION

NATIVE/WILD YEAST FERMENTATION

24



25



26



27

SPARKLING RED


AN AUSTRALIAN TREASURE



- Australian 'sparkling Burgundy' has been produced with Shiraz grapes since 1881
- The best example tend to see some oak maturation
- Traditional Method is common
- Surprisingly food friendly

28

NSW AND ACT REGION



The map shows the Hunter region in the north and the Canberra District in the south of New South Wales, Australia. Other locations marked include Newcastle, Sydney, Wollongong, and the Australian Capital Territory.

29

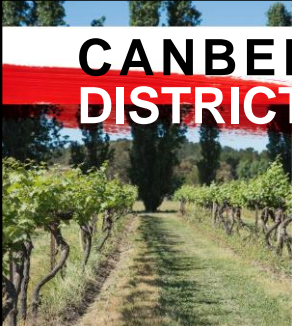
HUNTER VALLEY



- Birthplace of Australian wine industry
- Warm, humid climate ideal for Shiraz fruit ripeness
- Known for medium-bodied, savoury, complex wines
- Young Hunter Shiraz displays red and dark berries, spice and lots of tannin
- Aged Hunter Shiraz is smooth and richly flavoured with earthy tones and complexity



30



CANBERRA DISTRICT

- Emerging winemaking scene with strong drive for innovation
- Shiraz is the red wine that has brought the Canberra District its greatest fame
- Mix of geology, climate and expertise creates spicy, peppery, lean yet balanced and flavoursome Shiraz
- Home to Clonakilla, producer of acclaimed Shiraz-Viognier blend


31



32




33



BAROSSA VALLEY

- One of Australia's oldest and best-known Shiraz regions
- Barossa Shiraz is one of the most widely available and best-known red wines in the global market
- An important component in classic Shiraz-Cabernet and GSM blends
- Full-bodied, richly textured wines with black fruit, pepper and spice characters

34



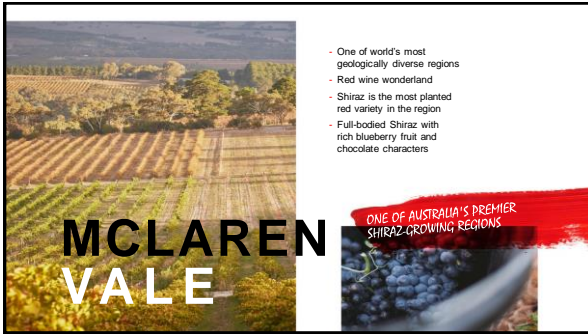
EDEN VALLEY

- Part of the greater Barossa Zone
- High-altitude vineyards
- Later harvest timing
- Home to Henschke 'Hill of Grace' Shiraz
- Medium-bodied to full-bodied Shiraz with classic blackberry, sage and pepper notes

35



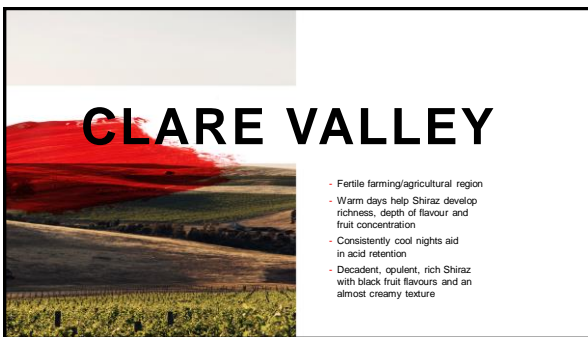
36



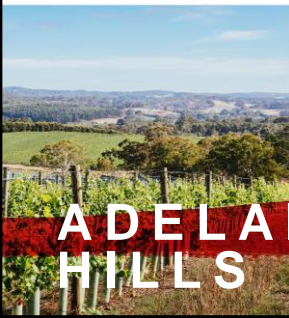
37



38



39



ADELAIDE HILLS

- Oldest surviving German settlement in Australia
- Cool maritime climate with high-elevation vineyards
- Adelaide Hills Shiraz flouts the big-bodied robust nature of neighbouring Barossa and McLaren Vale wines
- Elegant, medium-bodied Shiraz, with fragrant pepper and spice, and fine tannins
- Lower alcohol levels make this cool-climate style a very food-friendly wine

40



GRAMPAINS

HEATHCOTE

BEECHWORTH

VICTORIA

41



HEATHCOTE

- Powerhouse of Shiraz production
- Rich soil deposits of iron oxide contribute intense colour and flavour to Heathcote Shiraz
- Robust, full-bodied Shiraz of power and weight, with complex fruit and great balance
- Acid and tannin combine without dominating the fruit, giving the wine great cellaring capability

42



43



44




- One of the country's oldest Shiraz vineyards planted in 1860s
- Cooler-climate region – warm to hot days, cool nights
- Region is especially well suited to later-ripening red varieties such as Shiraz
- The Great Western sub-region is adept at producing elegant Shiraz of deep purple
- Great Western Shiraz displays black pepper, plum, mint and clove, with fine but firm tannins

GRAMPIANS

45


BEECHWORTH



- Cool climate, at the foothills of the Victorian Alps
- Shiraz thrives in this cool sub-alpine climate
- Shiraz expressions are medium in body, with savoury, spicy and earthy characters
- Home to Giaconda, one of Australia's premier producers of Shiraz and Chardonnay

46

WESTERN AUSTRALIA



SWAN DISTRICT

PERTH


GEOGRAPHE

MARGARET RIVER

GREAT SOUTHERN

47

MARGARET RIVER



- Shiraz is the second most planted red grape, behind well-renowned Cabernet Sauvignon
- Mediterranean climate with strong maritime influences, with oceans on three sides
- Shiraz displays fruit ripeness, vibrancy, flavour depth and roundness of texture
- Good acid level allows Shiraz to age gracefully

48



- Southerly location gives it a cool maritime climate
- Five distinct sub-regions
- A healthy place for vine growth, almost free of pests and disease
- Shiraz is medium in weight and exhibits an earthy blend of liquorice, spice, pepper, cherry and plum
- Many producers avoid the heavy-handed use of American oak, allowing the fruit to shine through



49



www.australianwinediscovered.com

Email me: mark.davidson@wineaustralia.com

50



51
