

PRESIDENT'S REPORT

I trust everyone enjoyed the AGM, with plenty of time to socialise, good food and an excellent guest speaker, Armando Corsi, who gave us a great insight into the challenges of marketing Australian Wine in China. A full report is elsewhere in the newsletter.

I'd like to thank members for giving me the privilege to serve as your President for another year. I am looking forward to working with the committee to provide another interesting program of functions for the coming 12 months. I'd also like to thank Pete Rawlins, Carol Seely, Brian Longford, Phil Harris, Chris Taylor and Tom Olthoff who have taken on committee roles this year.

Thank you to all members who provided comments via the Suggestion Box.

These were discussed at our last Committee Meeting and a summary is elsewhere in this newsletter. It was indeed reassuring to see that members are happy with the running of the Guild.



It was a pleasure on the day to have guests Ian Munro and Anita Smith who also attended the Degustation Lunch. I am pleased to say their application for membership was approved at the August Committee Meeting. Under our new membership cap arrangements this was made possible because members Steve and Barb Garie have decided to move on to other things. Steve was Secretary for a number of years and on behalf of the Guild I'd

like to thank him for his contribution and to wish them well in their future endeavours.

Our next function will be on 19 October, a visit to the Malcolm Creek Vineyard, a very interesting boutique winery at Kersbrook, with a special feature being a vertical tasting of a number of vintages of Cabernet Sauvignon. On the 19th Joan and I, together with Di & Pete Rawlins and Greg & Libby Lang will be enjoying a European River Cruise in the German town of Breisach so unfortunately we will miss the function. Having read Carol Seely's report, met our hosts and tasted their wines we certainly would have liked to have been there!! Organization is however in the capable hands of Carol and I am sure it will be a great success. Guests are very welcome. Full details are elsewhere in this newsletter.

Looking further ahead, after good feedback last year, our Christmas lunch will again be at the British Hotel, North Adelaide. Full details will be in the next Grapevine.

Dates for all functions for the coming year are elsewhere in this newsletter.



Roger King



Did You Know?

- French beverage company Castel, one of the world's biggest producers of wine and beer, has announced its first production of 1.2 million bottles of Ethiopian Rift Valley wine.
- Good technique was key in determining the prize winners for this year's SA Pruning Championships held in Clare Valley. The Wolf Blass shield for the winner of the Vine Pruning Championship of South Australia for 2014 went to Jeremy O'Donald from J&J Vineyard in McLaren Vale, who took out the best aggregate score across the two open individual sections.
- James Halliday named Barossa Valley's Hentley Farm winery as the best in Australia at the annual James Halliday Wine Companion Awards in Melbourne in July.
- Chile has replaced Australia to become the fourth largest exporter of wines and the leading exporter from the New World, according to the International Organisation of Vine and Wine (OIV).



LAST FUNCTION REPORT - 2014 AGM

Oh, dear ... AGM time again already! With the best possible slant on it, it's hard to get enthused about an AGM. Especially someone like myself, an ex-public servant – I've suffered through about as many meetings as you'd need to satisfy several lifetimes.

And this one was going to be even worse!

"Going to be worse?" I hear you say, "how can it be worse?". Well, the real downer this year is that our Secretary, Paul Rogers, after six years of excellent service, was standing down. Unfortunately, Muggins here was going to put her hand up (perhaps the better analogy was that Muggins here was about to put her head above the trenches). Whichever way you look at it, barring a miracle, I was likely to finish the day more secretarial than I had started it!

No wonder I approached the venue with a heavy heart – not even the six bottles of bubbly with which I shared the back seat of the Treasurer's car could revive my spirits. (Having just re-read that, I hasten to point out that I only eyed the bubbly. I didn't actually drink six bottles on the journey!) Part of the reason for that is that I also shared said seat with a briefcase and, even worse, that briefcase was mine! I mean, a briefcase at my time of life. Whatever next?

Still, the venue did its very best to cheer me up. The room was bright and airy and the view over the gulf magnificent – particularly given the bright sunshine, something that we seemed to have been lacking over the past couple of months. I was further cheered by the promise exuded by the table full of flute glasses on display. Perhaps today won't be a complete disaster after all. As an aside, I was very impressed by the way the venue added our name, in prominent lettering, to the display plate outside the main door. It really is the little things that count.



Anyway, I morosely sat through the unexciting but necessary business of the formal part of the AGM having, as expected, risen to the rank of Secretary in the process. I think some other people got elected to things as well but I was a bit too dazed and confused to really notice much – something that is going to be rather a pity as I was supposed to be recording the Minutes on the day. Indeed, as I look at my notes for the Minutes, I seem to have written "fizz" rather a lot and the top right hand corner seems to have a doodle that looks remarkably like bubbles rising to the surface of the page. I wonder what could have been on my mind to cause that.

With that over, we were invited to choose a glass of sparkling wine and some socializing ensued. With that great view, some lovely wine and excellent company perhaps this was turning out to be a reasonable day after all. Strangely, during this period, a number of members offered me their congratulations and I was given to wonder

what could have been in their minds to think that I needed to be congratulated. Perhaps “congratulations” is actually a euphemism for “thank goodness it wasn’t me”.

With the sparkling wine consumed we took our tables for the meal. I have heard it said before that the condemned man ate a hearty breakfast but, on this occasion, the condemned woman very definitely ate a hearty lunch. Did anyone else have the prawns? They were delicious – with an absolutely gorgeous smoky barbecue flavour. I enjoyed the lamb, too.

Also during this period I discovered that I had chosen my table exceedingly well, being able to hide my very much second-rate red amongst two other far superior ones and then sharing in the bounties of all three. This was very definitely taking a turn for the better.

And then came the after-lunch speaker!



Dr Armando Corsi, a senior research associate at the Ehrenberg-Bass Institute for Marketing Science at the University of South Australia, gave a presentation on the marketing of wine into China. I figured I knew just about everything I needed to know about marketing – after all, it’s just a matter of exporting a few cases, plonking them into the local bottle shops and waiting for the bucket loads of revenue to come in. What more could there be to it? At this point, queue the QI Klaxon for amazingly over simplified answers. Are there any watchers of the excellent BBC show QI out there? If not, I think you’re going to struggle a bit with that last point.

It turned out there is much more to consider than I had previously thought and Armando’s incredibly spirited presentation listed several of them. From the colour of the label to the descriptors of the wine, from the type of closure to the type of bottle. It was all there, all the interesting facts I hadn’t thought of.

Okay, at the end of the day, I’m not in marketing so you might argue that I had no real need to know, but Armando spoke with such knowledge, passion and interest that it would have been difficult not to be taken up by the enthusiasm. The allotted period of his presentation whizzed past leaving us all, I’m sure, breathless yet desperate for more. A testament to the interest engendered by his presentation would be the vigorous question time that ensued.

And what about that accent? Armando spoke with such style that he could have read out my shopping list and I would have been in raptures. Indeed, on the day, he used a description of “fairly crap” and made it sound like a term of endearment. With that accent, he could swear at me any time!

This had turned out to be yet another great Guild day (apart from, obviously, the Secretary bit) and I was sorry to see it draw to a close. Who said that AGM’s are always boring?

Wines Tasted:

Seppelt Salinger Select Cuvée NV

Seppelt Original Sparkling Shiraz 2012

Oh, and all jokes aside, I am proud to be your Secretary for the forthcoming year.

Carol Seely



Membership Cap

As you probably already know, the membership of the Guild was reluctantly capped as at the Committee Meeting of 24 June 2014. Your Committee decided, though, that we ought to make a couple of points clear, viz:

Members will still be encouraged to invite guests to Guild Functions so long as a venue is large enough to accommodate the number anticipated. We will notify in the newsletter whether each function is “Guest” or “No-guest”

Applications will continue to be received and assessed as in the current method. If there is currently no vacancy in membership then the applicants will remain on a Waiting List in order of receipt.



NEXT FUNCTION- Malcolm Creek Winery

Our next function is on 19 October 2014 and we'll be venturing to the northern part of the beautiful Adelaide Hills. Near the town of Kersbrook, between Chain of Ponds and Williamstown, is where you'll find the boutique winery Malcolm Creek Vineyard.

Malcolm Creek Vineyard was established more than 30 years ago by someone whose name I'm sure you'll all find familiar – Reg Tolley. The vineyard was initially located on Ashwood Estate and was named after Malcolm Creek, which runs through the property. Malcolm Creek is now run by husband and wife team Karsten and Bitten Pedersen, a Scandinavian couple who might seem initially out of place in a winery. However, their enthusiasm and commitment to their work (a labour of love, it seems) is soon evident.



All the vines used in Malcolm Creek wines are still grown on the property – Reg planted the Cabernet Sauvignon and Chardonnay when he started the vineyard. Since then, Sauvignon Blanc has been added with plans to have Shiraz and Pinot Noir available within a few years. Malcolm Creek's aim is to achieve high quality full flavoured wine. They use minimal supplementary watering and the altitude ensures slow ripening of the fruit, which is hand-picked as late as possible to secure the quality. Peter Leske makes their wines.

Having tasted the Malcolm Creek range with other Committee Members I can report we agreed that the quality is excellent and at a very reasonable price. Their reds are generally not released until they have had some aging and vintages for sale range from 2005 through to 2009 (I believe the 2010 may be on stream by the time of our visit).

Karsten and Bitten have planned a spectacular day for the Guild beginning with a tour of the vineyard and then a tasting of the range: a premium sparkling white, a Sauvignon Blanc and a Chardonnay as well as a vertical tasting and barrel sampling of the Cabernet Sauvignon. This will be followed up with a gourmet barbecue lunch (see the Menu page for details). They are also offering a very generous 20% discount on wines bought by the dozen, or a \$5 redemption per person for lesser quantities bought to take away.





The Winery Cellar Door is located on a small hill overlooking a lake with a vista of vines through to the hills beyond. It is in a tranquil, lawned, setting just outside the Cellar Door that we will be housed for lunch – al fresco,

seated under umbrellas. If the weather is inclement, we will be moved inside.

No BYO, please. The full Malcolm Creek range will be available for purchase over lunch at Cellar Door prices. Whilst they prefer to sell by the bottle for lunch, they will endeavour to make wines available by the glass for those who are unable to agree on which bottle to buy.



A slightly more expensive function, this one; however, the Guild is providing a generous \$10 subsidy for all Members. As Malcolm Creek are able to accommodate beyond our likely numbers we are also pleased to invite guests. Start time will be 11am sharp to allow us time to visit the vines and taste the range prior to lunch. I look forward to seeing you there!

Carol Seely



Also Did You Know

- Seppeltsfield has proved it has a winning formula with its rare Para 100-year-old Tawny range. It received another perfect score from James Halliday for its 1914 Para 100-year-old Tawny, making it the eighth vintage in a row to be awarded top honours.
- Wineries that don't adapt their brands for the Chinese market – such as by having a Chinese brand name – face “immediate disadvantage” and possible failure according to a new report from Wine Intelligence.
- Holding a wine glass in one hand and swatting away flies with the other could be a thing of the past for visitors to the South West of W A in spring. Hundreds of new dung beetles are being released in the tourist region to eradicate the cow pat breeding grounds of the pesky bush fly.
- Warmer temperatures caused by climate change could mean southern France will no longer be able to produce high quality wine in the future which could present new wine producing opportunities for northern Europe and China. A report published by Professor Gregory Jones and his co-workers compared the temperatures at 27 wine producing regions during grape growing seasons over 50 years and concluded the southern regions in France will likely be unsuitable for producing wine by 2050.
- According to industry group Vinexpo, China is the biggest consumer of wine in the world and quaffed more than 1.9 billion bottles of red wine last year, marking a 136 per cent increase on 2008.
- South Australian winemakers have taken top honours at an international wine festival in China. Eight winemakers from McLaren Vale shared 11 prizes in the Changli Wine Festival which also attracted winemakers from France, Italy, Spain, Chile, New Zealand and China in Hebei province.
- UK retailer Morrisons is rolling out an environmentally friendly screwcap it claims will reduce carbon footprint and make the bottle easier to recycle. It is trialling the Green Leaf screwcap manufactured by Italian firm Enoplastic. It uses the same technology and material as a standard screwcap but contains 64 per cent less aluminium.

NEXT FUNCTION

Sunday, 19 October 2014
10:50 am for 11:00 am start

Hosted by:
Bitten and Karsten Petersen
Malcolm Creek Vineyard
1 Bonython Road, Kersbrook

NO BYO, please

\$ 40 members \$50 non members
RSVPs and special meal requests to Brian Longford
by 4pm Friday 10 October 2014



Menu

WINE GUILD OF SA
19 OCTOBER 2014



**Fresh Focaccia Bread and Dukkah
with Adelaide Hills Olive Oil for dipping**

Olives & Nuts



**Barbecued Tri-Tip
(Marinated Beef and Pork Roasts)
with Seasoned Marinated Pasta & Vegetable Salads**



**Moroccan Chicken and Capsicum Skewers
with Couscous Tabouleh Salad**



**Baked Vegetarian Lasagna
with Fresh Garden Salad**

**Aussie Style Barossa Gourmet Sausages
with Fresh Baked Bread**



IN THE BEGINNING!

In this feature to "The Grapevine", we share with you the "Beginnings" of the Wine Guild S.A. (which started as the Wine Service Guild of S.A.) In each issue we bring to you some snippets from the Archives!

Philip & Lynette Harris

CHRISTMAS CELEBRATIONS FOR S.A. WINE SERVICE GUILD 1964

Extract from "Australian WINE BREWING and SPIRIT REVIEW" – January 25, 1965

The Wine Service Guild of South Australia celebrated Christmas with an all-day picnic at Tintara Cellars, McLaren Vale, on Sunday, December 13, 1964. Nearly 300 people attended the function, comprising guild members and their families and friends, and thanks were expressed by Mr. Alf Wark (Guild President) to Messrs. Ken and Tom Hardy and Bob Hagley (McLaren Vale Manager), for allowing the guild to use the lovely picnic area at the winery.

So what did actually happen here? And was it "thirsty" work?

And which well known S.A. TV Personality shared some laughs on the day?



Highlight of the day was a race for wine waiters, conducted in a series of heats. Twenty-five competitors were required to run 20 yards to a table where they unsealed and uncorked a bottle of wine and two-thirds filled two goblets on a tray. They then walked or ran 50 yards with the glasses on the tray, without spilling wine or dropping the tray or glasses. The top trophy was awarded to Mr. Herbert Boettcher, of the Hotel St. Vincent, Glenelg, and second place went to Mr. Hayden Redman S.A. Hotel, in a re-run after a triple tie for that position. Mr. Joe Paparella, of the Highway Inn, Plympton, was fastest in the re-run, but lost points because he

spilled wine on his tray and poured one of the glasses half-full. Winners were selected on a total score of points. Mr. Wark was busy at the "mike" instructing the competitors and giving a commentary. Judges were at the finishing line.

Mr. Clive Errington, guild secretary, and other guild members did a grand job looking after the catering for the enthusiastic croud of adults and children and appropriate wines were kindly given by Tintara. A selection of toys for distribution to the children were given out by an inimitable singing Father Christmas (Mr. Harry Greenslade). Well known Adelaide TV personality Lionel Williams, bought lots of laughs when he emulated Father Christmas and presented some of the "little girls" with Christmas Gifts.



2015 WINERIES TOUR UPDATE

At the AGM there was good support for a visit to the Sunraysia region and the dates are now locked in - Friday 1st to Sunday 3rd May. Greg Petersen from Sunraysia Cellar Door in Mildura has been very helpful and plans are progressing well. We will have more details of the program for the next issue of the Grapevine.

Brian Longford & Phil Harris

MEMBER PROFILE -Rex and Denny Hutton

- Where do you live?*
Vista, since 1971
- Where do you work, or where did you used to work?*
Denny: Commonwealth Government, secretarial work. Then various part-time roles after the children started school. Now retired and a domestic goddess!!!
Rex: Last 30 years selling fish and chips!!! 11 years Safcol, International Trading Manager, travelling internationally selling seafood; 19 years Safries, National Sales Manager, selling frozen chips & associated products, travelling to all States of Aust. Now retired and Lord of the Manor!!!
- What are your interests/hobbies?*
Denny: Music, gardening, caravanning AND Retail Therapy!!
Rex: Caravanning and Classic Cars (Have a 1964 EH Holden and 48/215 First model Holden)
- How did you come to join The Guild?*
Attended as guests of Joan (Denny's cousin) and Roger King on several occasions and had such a great time decided to join in 2010.
- If you are a newer member, what do you hope to gain from your membership of The Guild? If you have been in the Guild for some time what have you gained from your membership of The Guild?*
We have both gained a much better understanding of all stages of wine from the vineyard to the glass(and still learning). We have also made some great new friends
- How did you become interested in wine?*
Back in the early 70's living near Tolleys Winery at Hope Valley. Flagons of Claret, Riesling & Moselle with a refund on the empties!! Have moved on since those days – quality over quantity.
- What are your favourite wine styles, and why?*
Denny: Champagne and Red Wine
Rex: Grenache and Sauvignon Blanc (Australian)
- Do you have a favourite wine region within SA, Australia or the world, and if so why?*
All South Australian regions as we have it well covered
- What is your most memorable wine related experience?*
Denny: Drinking French champagne while staying a few nights on a friend's catamaran anchored in Sydney Harbour New Years Eve, watching the fireworks.
Rex: Enjoying the ambience of the Tuscan countryside and Chianti (surprisingly good) poured from a straw covered bottle while overlooking vineyards from an Italian Villa.



SOUTH AUSTRALIAN WINE EVENTS 2014-15

If you are looking for something to do related to wine, the list below may help you.

5 October	Spring Affair; Selected McLaren Vale Wineries
17-19 October 2014	Coonawarra Cabernet Celebrations
18 October 2014	Artisans of the Barossa Cellar Door Day
18 October 2014	Riverland Food & Wine Festival
26 October 2014	Lake Breeze Picnic, Langhorne Creek
8& 9 November 2014	"Out of the Barrel" – Langhorne Creek
23 November 2014	Langhorne Creek Vignerons' Race Day, Strathalbyn
7 & 8 February 2015	"Love Langhorne Creek"
20-22 February 2015	Cellar Door Festival, Adelaide
10-11 April 2015	Coonawarra After Dark Festival
15-19 April 2015	Barossa Vintage Festival

Wine News

- South Australia's Hardys celebrated a milestone in August when it announced its distribution to more than 100 countries around the world, with recent additions including South Africa and Mexico. Already the biggest selling Australian wine brand in the UK, Hardys is now available in 54 per cent of all wine drinking countries globally.
- Chilean wine producer Sebastian De Martino is trialling wooden maturation vessels made from the country's native tree, the raulí beech. The wood was historically used for making large wooden foudres but has since been replaced by the use of stainless steel, concrete or oak vats in the country's wineries.
- University of Adelaide researchers are investigating the links between wine, where it's consumed and emotion to help the Australian wine industry gain deeper consumer insights into their products. A trial is being carried out involving 360 wine consumers who have been sampling specific wines in different environments, and rating their emotional response on a specially devised 'wine emotion scale'.
- ReaA New Mexico winery has received a \$50,000 grant from the federal government to expand production of its chilli-infused wines. Read more at: <http://www.newsobserver.com/2014/08/28/4102384/nm-winery-gets-federal-grant-for.html#storylink=cpy>
- A chronic problem in winemaking is 'stuck fermentation' when yeast that should be converting grape sugar into alcohol and carbon dioxide prematurely shuts down, leaving the remaining sugar to be consumed by bacteria that can spoil the wine. A team of researchers including University of California yeast geneticist Linda Bisson has discovered a biochemical communication system behind this problem.
- Seven out of 10 French people don't know their Chablis from their Champagne according to a recent survey by Terre des Vins (Wine Country) magazine. When asked whether they considered themselves to be knowledgeable about wine 71 per cent said "no" and of those, 43 per cent admitted to knowing nothing at all.



Wine Guild Aprons – An Ideal Gift

A few of our Wine Guild aprons are still available for purchase at cost price of \$27. They are made of high quality easy-care fabric (195 gsm 65% polyester for durability and 35% drill cotton for comfort) with a front pocket and our logo embroidered in the centre of the bib (see photo). They will be available again at the next function at Malcolm Creek Vineyard or contact Carol Seely(Ph: 8289 2409; Mob: 0415 234 312). Could make a good Christmas present! No Guild member should be without one!



SUGGESTION BOX FEEDBACK

Thank you to those members who provided comments through the suggestion box at the AGM function and via email. Most people took the opportunity to provide feedback as well as providing suggestions.

The feedback on venues, function costs and variety and frequency of activities was all positive, informing the committee that we are on the right track when providing what members want.

The suggestions for future venues and activities provided some real food for thought and the committee will discuss all ideas put forward. There was a good mix of ideas including Maxwell's, Barristers Block, Canberra wineries, Bremerton, Koonowla Wines and Virgara Wines along with suggestions for a cookie or chocolate with coffee to finish and some more technical knowledge during our visits. Another good idea presented was, "With so many (new) members now, is there any way we can mix and socialise more to get to know each other? It seems we all tend to gravitate to 'old' friends when finding seats at tables."

Subscriptions were seen as OK, fair, good and fine, with a couple of members even suggesting that if need be they could be higher. Generally the committee believes we need only charge the amount required to cover our costs and give good value to members and not to raise them just for the sake of doing so.

I am pleased to say that the Grapevine received some excellent accolades. The quality of our newsletter is due to the high standard of those who contribute to it.

Lastly, the membership cap was well supported by all who responded.

Please keep the suggestions coming as the Guild can only meet your needs if we know what they are.

Pete Rawlins

Functions For 2014/2015

Date	Function
19 October 2014	Malcolm Creek Vineyard, Kersbrook
14 December 2014	Christmas Lunch, British Hotel, North Adelaide
15 February 2015	Winery tour and lunch – Patritti Wines, Dover Gardens
12 April 2015	Function details TBA
1-3 May 2015	Wineries Tour Sunraysia Region (Extracurricular function)
14 June 2015	Function details TBA
16 August 2015	Function details TBA
11 October 2015	Function details TBA

Wine Guild of SA Committee Contacts 2014-15

	Position	Home phone	Mobile	email
Roger King	President	8370 6903	0424 027 982	RogerKing@internode.on.net
Pete Rawlins	Vice-President	8367 9405	0400 115 249	rawlinsp@adam.com.au
Carol Seely	Secretary	8289 2409	0415 234 312	cseely@internode.on.net
Brian Longford	Treasurer	8264 5794	0406 305 749	bandplongford@bigpond.com
Chris Taylor	Committee Member	8130 3229	0409 987 500	citliz.chris@gmail.com
Phil Harris	Member & guest liaison and archives	8387 2823	0407 132 789	sunnyjim@adam.com.au
Tom Olthoff	Committee Member	8377 2650	0419 828 963	caratech@bigpond.com

ACCEPTANCE SLIP

First Name(s).....Surname(s).....

No. of Members attending @ \$40 Amount \$ _____

No. of Guests attending @ \$50 Amount \$ _____

Please forward payment to: Brian Longford(8264 5794, email: bandplongford@bigpond.com) by **4pm Friday 10 October 2014**. Make cheques and Money Orders payable to "Wine Guild of SA". Details for EFT payments by non-Beyond Bank members are as follows: Financial Institution: Beyond Bank, BSB: 805-022, Account No: 22498522, Account Name: Wine Guild of SA Inc. Beyond Bank Members should use Account Number 03317761. Please make sure to include your name(s) with EFT payments. **As funds transfer can take a few days please also email or phone Brian when making payment so we know by the RSVP date that you are attending.**

Phone and email registrations to Brian Longford are also accepted. Also please advise him if you require a vegetarian or other special meal.

Subscriptions are now overdue



A reminder for the very few members who are yet to pay your subs please either EFT your payment to The Guild Account (see Attendance Slip for details) or post your cheque or money order (made to Wine Guild of SA) to Brian Longford at 32 Cottenham St., Banksia Park, 5091 by 30 September.