



Cellar hand, Dane Iussig, delivers the final load of grapes for vintage 2010

GREETINGS FROM KELLERMEISTER

Well it's all been happening at the winery over the last few months – vintage has been in full swing! But now the trucks laden with bins of beautifully ripe fruit have finished rambling their way through the valley, up our driveway into our little winery, and the life blood of those berries now bubbles quietly away in our small fermenting tanks or fresh French oak barrels.

It's been a stellar vintage this year in the Barossa, with some talk that it was one of those special vintages that only come along once a decade or so. We just can't wait to try the fruits of our labour very soon, with the first wines of our 2010 vintage – Trevor Jones Boots Gris Blanc and Trevor Jones Rose going to bottle as we speak!

Keep your eye out for these wines as they are stunningly refreshing, and are being bottled into new equally refreshing packaging.

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INTRODUCING OUR NEW GENERAL MANAGER

We are very pleased to introduce you to our new General Manager and Chief Executive Officer, Mark Pearce.

Mark comes to us highly qualified and diversely experienced. He commenced his career working with chartered accounting firm PricewaterhouseCoopers where he was first introduced to the wine industry, before moving to London where he worked for French investment bank BNP Paribas. Mark then returned home to South Australia to start a family with wife Susanna, and to continue his career in the wine industry, taking up the post of management accountant at historic McLaren Vale winery, Wirra Wirra. Mark and Susanna

are the proud parents of two little boys – Hugo 3, Rupert 18 months, and on 4th March came a daughter Anne.

This appointment has allowed Trevor the luxury of focusing on what he loves most and does best – hand crafting unique wines of exceptional quality and distinctive style, and to focus on his duties at board level as an Executive Director.

Yours sincerely,



Ralph Jones,
Chairman of Directors



Mark Pearce, General Manager and Chief Executive Officer

END OF VINTAGE CELEBRATIONS

Every year at Kellermeister we make sure that we recognise the hard work of all our staff during vintage by celebrating the conclusion of harvest with a day of fun for all. This year was no exception, and go kart racing was the main event.

Wet weather prior to the starter's gun ensured that the driving talents of staff were well and truly put to the test, with some staff demonstrating they would stop at nothing to gain a competitive advantage.

Cellar hand and quiet achiever, Shaun Morgan, showed that he was no shrinking violet when he decided that flying flat-out through pit lane was a risk worth taking to gain the ascendancy; while winery maintenance manager and electrician, Steve Nicholson, showed he hadn't lost his spark combining with multi-talented son, Robert, in a potent demonstration of racing pedigree. Flying the flag for the girls was sales superstar, Helene 'Lanee' Kerr, who did them proud by showing the boys she was a force to be reckoned with. However it was cellar supervisor, Andrew Cockram, who despite not having the best machinery on the track, proved to be the dark horse of the day, getting the job done quietly with the focus and energy we're used to seeing him display in our winery's cellar.



ABOVE: In familiar territory – Trevor leads the pack
RIGHT: Helene 'Lanee' Kerr drives sales with the same potency as The Stig

Don't miss our amazing end of vintage wine pack offers – for a limited time only

Take advantage of our end of vintage cheer with four very special wine offers – packed full of amazing value!

PACK 1

Kellermeister:
White & Dry

OVER 33% off + FREE Freight*
Special dozen price = **\$119**

4 x 2005 Windsong – Semillon
4 x 2009 Viognier
4 x 2006 Gewurtztraminer

PACK 2

Kellermeister:
Fun Favourites

OVER 25% off + FREE Freight*
Special dozen price = **\$119**

3 x Pink Mink – Pink Moscato
3 x Black Fire – White Moscato
4 x Spatlese – Late Harvest Frontignac
2 x Sable – Chocolate Dessert Wine

PACK 3

Trevor Jones:
End of Vintage White Dozen

OVER 33% off + FREE Freight*
Special dozen price = **\$139**

6 x 2009 Boots Riesling
6 x 2008 Virgin Chardonnay

PACK 4

Trevor Jones:
End of Vintage Red Dozen

OVER 25% off + FREE Freight*
Special dozen price = **\$139**

4 x 2008 Boots Pinot Noir
4 x 2008 Boots Grenache Blend
4 x 2007 Boots Shiraz

* Purchase two dozen or more bottles of wine and the FREIGHT COSTS ARE ON US!

The above offer is available exclusively to our mail order customers for a limited time only – until 25 June 2010.



TREVOR'S WORD ON VINTAGE 2010

All in all, vintage 2010 in the Barossa produced some of the best fruit we've seen for a long time.

The 2009 winter preceding harvest delivered above-average rainfall to all sub-regions of the greater Barossa area. Minor frost damage was reported by a few growers supplying fellow winemakers, but luckily our growers in frost prone areas such as Mocolta Hills, Light Pass and the black, Biscay soils of Bethany all escaped the spring frosts.

Unusual hot and windy conditions affected flowering and subsequent fruit set on several varieties including Chardonnay, Sauvignon Blanc, Riesling, Cabernet and Grenache. As a result crop levels on these varieties were well down, some by 50 to 90%. Fortunately, Shiraz flowering was not adversely affected and crop levels and quality, particularly on our older and dry grown vineyards turned out to be exceptional. In addition we enjoyed major rains in December, January and February which was perfect timing for dry grown Shiraz, Grenache and Mourvèdre. Growers, who farm employing permanent cover crops between the rows and mulching beneath the vines, benefited the most.

As seems typical of our Mediterranean climate of recent years, we experienced exceptionally hot days post veraison (fruit ripening) which "cooked" some exposed

bunches causing the fruit to dry and wither on the vine prior to harvest. This affected crop levels by an estimated 5 to 20% but did not affect quality as the withered fruit fell to the ground prior to harvest.

Harvest commenced a little earlier once again this season – on the 18th of January, and 10 weeks later we crushed the last of the fruit for dry table wine.

This year we hunted down about 4 tonnes of Cabernet Sauvignon from the Coonawarra through a grower who has been growing fruit and making wine in the region for about 30 years. I am really excited about this project; Barossa Cabernet is only exceptional about 1 in 7 years so it has long been my dream to source Coonawarra Cabernet Sauvignon. This year it has finally come true. My wife Mandy and I journeyed to the region, and visited several different vineyards in late March, and I eventually chose what I considered to be the best Cabernet available. My brother-in-law Steve and I then returned when the fruit was perfectly ripe, harvesting it and bringing it back to the winery. The Coonawarra enjoyed near perfect weather conditions this past season with no typical frost damage. The wine is looking exceptional.

Trevor Jones,
Chief Winemaker



EXCITING NEW TALENT



The highly experienced, **Claire Randall**, has joined us as our Packaging & Logistics coordinator. Having spent many years in the game, Claire can only be labeled as "razor sharp" when it comes to all things packaging.



Beanie, **Raymond Lim**, cast off the bland monotony of accounting for groceries and cement with corporate giants Woolworths and Adelaide Brighton to account for the romance that is wine at our boutique winery.

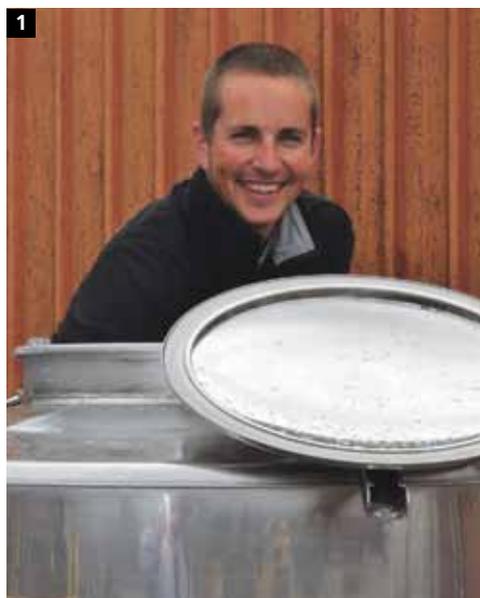
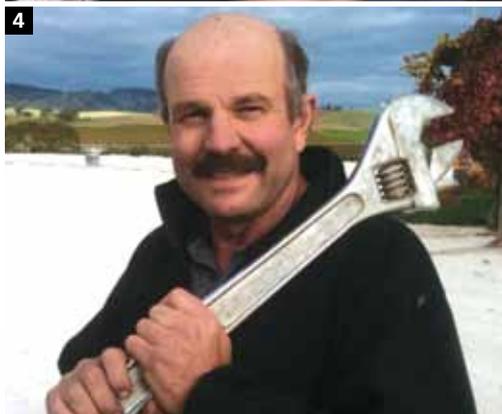


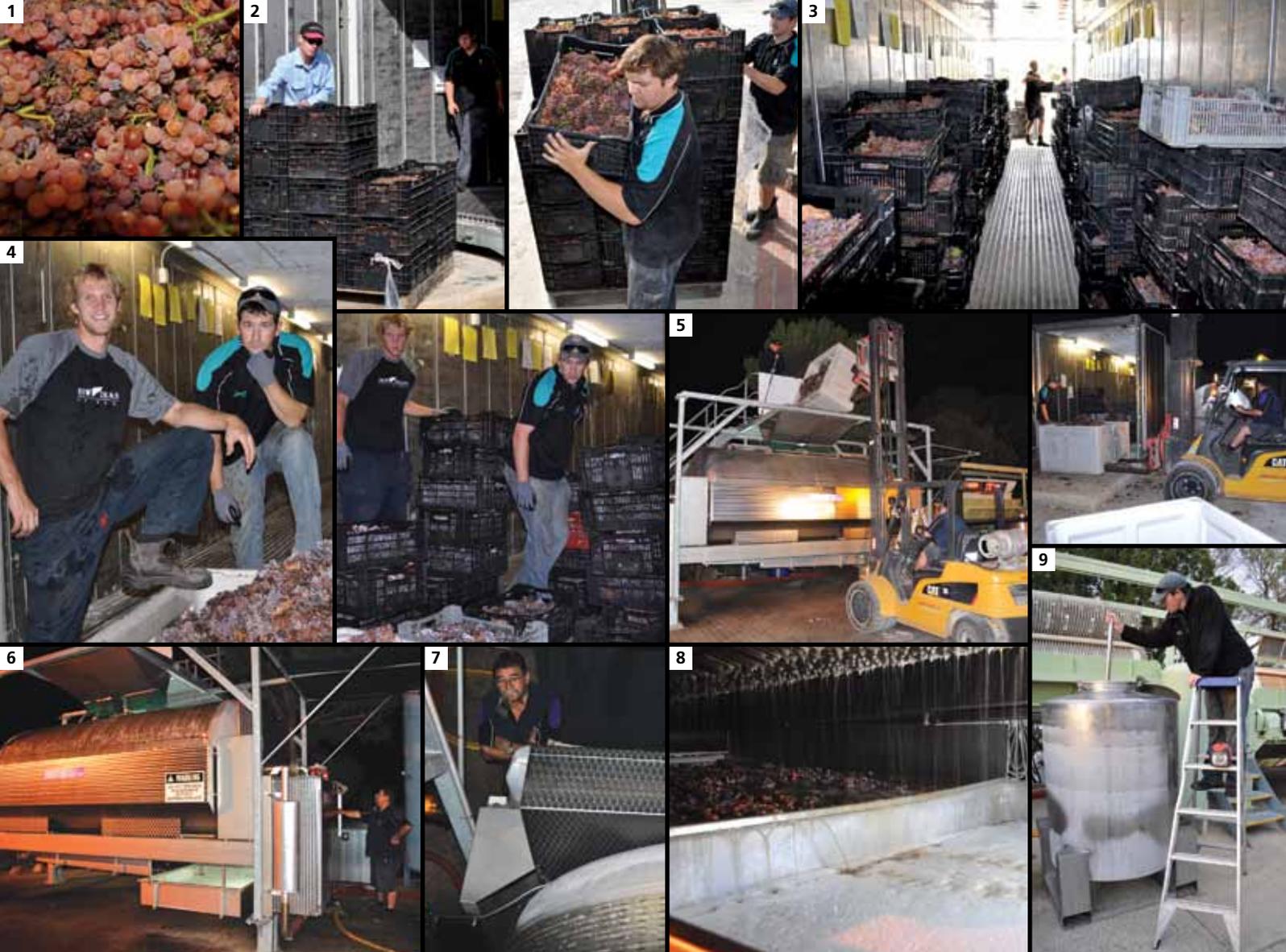
Office favourite, **Stacey Gelven**, is our new smiling voice on the phone, efficient support to our sales team, and happy office manager.

THE UNITED NATIONS OF KELLERMEISTER

What happens when you throw a Canadian, an American and a German along with a bunch of Australians into a winery cellar? You get vintage 2010 at Kellermeister! Our cellar crew supporting Trevor, was a diverse group, with international talent making their way to our winery to help with our vintage intake.

- 1 Our American cellar hand, Dane Iussig, was as at home driving our famous truck as he was with our small batch fermenters
- 2 Our German maintenance and cellar hand, Marcel Kruezberg, thought the feeling of Barossa shiraz between his toes was far better than the pinot noir from his family's vineyard on the banks of the Ahr river (the left tributary of the Rhine)
- 3 Our Canadian lab technician, Kevin Coffey, would do anything to get away from the lab during vintage – including doing wash-ups in the middle of the night.
Our regular Australian crew was made up of:
- 4 No tool: During vintage, legendary maintenance manager, Stephen 'Stevo' Nicholson, is always on hand to provide broken down machinery with a little gentle persuasion
- 5 Jack of all trades Rob Nicholson: Always happy to roll out the barrel
- 6 Assistant winemaker Paul Thomas who spent vintage walking the talk
- 7 Globe trotting cellar hand Shaun Morgan who quickly hit his straps after returning from France
- 8 Ever reliable cellar supervisor Andrew Cockram who always keeps a firm handle on things in the cellar
- 9 And Michael Nicholson who proved he was anything but 'weak as water', living up to his reputation as the winery's grunt man.





EXPLORING EISWEIN

Making Eiswein (or in English, ice wine) is Trevor's little reward at the end of a long vintage, and for Trevor, it's all about the fun of making a unique wine, using a process that is extremely hands-on, if not costly, and a little risky.

Our Eiswein has long been a favourite of the faithful who have made their pilgrimage to our cellar door in search of a dessert wine with a unique style and point of interest. It is a wine that is predominantly made in parts of Germany and Canada, where grapes are picked from the vine, upon the advent of a snap frost, at a point where the water in the grape freezes but the sugar and other dissolved solids do not. When the grapes are then pressed, a greatly reduced volume of highly concentrated juice is produced. Of course in the southern hemisphere, in our warm vintage climate we have to mimic nature to make wine like this.

- 1** As with all of our wines, carefully selecting exactly the right fruit and picking at exactly the right time is key. This year the process of making our Eiswein began, by earmarking choice rows of Traminer on one of our favourite grower's blocks. The grapes were then harvested as late as possible in the vintage to achieve maximum sweetness and flavour
- 2** The ultra ripe grapes were then hand picked in the cool of night, and the bunches were placed carefully into small baskets
- 3** The baskets were then stacked neatly in our refrigerated container to ensure even chilling
- 4** Once the bunches were frozen to exactly the right extent, they were carefully emptied into grape bins
- 5** To ensure the whole bunches remained frozen they were placed in our press in the coldest part of the night

- 6** Trevor then kept one watchful eye on proceedings to make sure the press mechanics coped with the unusual task of pressing frozen grapes
- 7** And kept the other rather curious eye on the icy layers which formed at each end of the press
- 8** As the press bag inflated the concentrated liquid gold trickled into the tray beneath
- 9** The lusciously concentrated juice was then pumped to a small fermenter where it began the process of becoming an extraordinary dessert wine.

The exciting news is that you can get your hands on this very special wine a little later in the year, when it will be released for sale exclusively through our cellar door and by web/mail order. The word from Trevor is that it will be one of our best ever!

If you would like to be notified when our Eiswein is released, please email our friendly cellar door staff at cellardoor@kellermeister.com.au or give us a ring with your contact details.

YOU'RE INVITED FOR DINNER

If you're in Adelaide on Wednesday June 2nd, you're invited to come and join us at 7pm at Glenelg's Seasons at the Bay restaurant, where resident chef extraordinaire, Mat Tolson, has prepared a mouth watering dinner menu. Each course will be matched with Trevor Jones wines.

The menu will consist of

On arrival: Canapé, Chicken liver and port pate

Entree: Freshly grilled scallops with porcini, leek and parma ham

Main: Veal porterhouse with celeriac, broads bean a red wine glaze

Dessert: Double chocolate tart and buttermilk ice cream, berry compote

Booking is essential and you can do this directly with the restaurant on 8294 8228.

SUPPORTING GRASSROOTS FOOTBALL

This season we are sponsoring the Kersbrook 'Brookers' footy club where a couple of boys from our winemaking team also team up to make an irresistible combination at the clearances.

Country sporting clubs make a wonderful contribution to the community and to their sport at a professional level, so supporting football at grassroots level is something we are very happy to be involved with. Good luck for season 2010 boys! May our wines, which are exclusively available from the club bar, prove to be a potion for success!



Kersbrook's mascot and Paul Thomas look-a-like

WEDDING BELLS

Knowing the honeymoon would be over as soon as vintage began, newly promoted cellar supervisor Andrew Cockram, showed he was shrewd as well as hard-working, marrying his primary school sweetheart, Katrina, well before the grapes had ripened on the vine.



JAMES HALLIDAY RATES OUR WINERY 5 STARS

We received the highest honour in James Halliday's latest Australian Wine Companion (2010).

The undisputed leading authority on Australian wine has rated our winery with the highest designation possible – a shiny red five stars. With only 7% of wineries in Australia in this league, this status is reserved for the "outstanding winery, regularly producing wines of exemplary quality and typicity". Big congratulations to Trevor and our winemaking team!

FASHIONABLE FUNDRAISING FOR A GREAT CAUSE

We teamed up with our favourite packaging supplier and put on a belter of a fundraiser recently for The Breast Cancer Foundation.

This chivalrous event was held at Vintners Bar and Grill, where our very own Trevor Jones was in paradise as he entertained a group of about 90 women as the Master of Ceremonies.

A succulent 3 course meal featuring local produce and matched with Trevor Jones wines was enjoyed by all, before all eyes turned to the catwalk for the main event – a fashion show where various stylish donated items were on parade for the charity auction. The auction raised over \$4,500! A big thank you to Mandy Jones, Vintners, Clear Image and our friendly rivals at Torbreck for helping it all happen!



Anita Woods (Clear Image) and Mandy Jones looking pretty happy about getting ready to ham it up on the catwalk

TREVOR JONES



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