



# VINE *To* WINE



OCT 2003

No. 03



## *Curly Flat* VINEYARD

### The momentum gathers...

- **Release 2 Almost Gone And Demand Growing:** With the 1999 Pinot noir sold out and only a few cases of the Chardonnay left, it is time for Release 3 – the 2000 Pinot noir that featured at Oregon's IPNC, the 2001 Chardonnay and a small quantity of 2000 'Lacuna' Chardonnay, a special 'one off' unwooded Chardonnay
- **2003 Vintage Small But Exceptional:** The 2003 Vintage, our sixth harvest, produced exceptional fruit but due to the protracted drought, volumes were down even lower than the 2002 vintage
- **Friends of Curly Flat Growing Rapidly:** Demand for our wines continues to grow with many new clients being introduced by our Friends of Curly Flat
- **Curly Flat Now Available In Leading Restaurants:** Our wines have been enthusiastically received by selected leading restaurants and will be found on some of the leading wine lists in Australia
- **Curly Flat Now Available In Leading Fine Wine Outlets:** We have appointed a small band of select fine wine retailers who are hand selling our wines to a new group of Curly Flat enthusiasts
- **Curly Flat In USA:** Following the highlighting of our wines with great press, Vine Street Imports of Philadelphia have been appointed National Importer for the USA
- **Curly Flat In UK:** Following an enthusiastic interest from a leading London hotelier and restaurateur, arrangements are being finalised for the appointment of our UK importer
- **Curly Flat Internationally Acclaimed:** Curly Flat 2000 Pinot noir was one of the Featured Wines at Oregon's International Pinot noir Celebration (IPNC). Barrel samples of the 2002 Pinot noir received critical acclaim at Oregon's Steamboat Pinot noir Technical Conference

### THE CURLY FLAT WINERY



The winery constructed in time for 2002 harvest allows us to control the whole cycle of growing and processing, thus ensuring the same 'painstaking and obsessive' attention to detail in the winery that we have nurtured in the vineyard

## Oregon's IPNC

Curly Flat, with our 2000 Pinot noir which is now being released, was selected to be one of the Featured Wineries at Oregon's International Pinot Noir Celebration which brings together 60 Pinot winemakers and 700 attendees in a three day celebration of "an elusive and wonderful gift of nature – Pinot noir". 30 of the winemakers were from Oregon, 10 from California, 10 from France and 10 from other countries. In addition to Curly Flat, Australia was also represented by Andrew Hood and his Roaring Forties label, while New Zealand was represented by Felton Road.

Our 2000 Pinot noir received many compliments from both consumers and wine industry delegates with many returning for a second glass at the end of the tasting sessions – for more information on IPNC see their website [www.ipnc.org](http://www.ipnc.org)

## The Steamboat Pinot Noir Technical Conference

Dating back to 1979, this annual Steamboat conference coincides with Oregon's IPNC and is a forum for Pinot noir winemakers from around the globe. Winemakers submit current vintage barrel samples for assessment by 70 of their peers, over three days of 'masked' tastings. While the response at IPNC to our 2000 Pinot noir was very encouraging, we were nothing short of amazed at the

accolades lauded on our 2002 barrel sample, with unanimous comments as to the intensity, structure, complexity and overall balance of the wine. We are delighted, particularly as this is the first Pinot noir made in our new winery under the direction of our Winemaking Adviser, Gary Farr. This wine will be bottled in November of this year and there is little doubt that, with the smaller volumes due to the drought, the wine will be fully allocated upon its release in March 2005.

## Evolution Of Our Distribution

You may recall that initially we focussed on direct sales to clients in Australia, with some distribution to selected export markets. As the business has developed we determined that we needed to obtain greater local exposure. However, our promise regarding allocations to the Friends of Curly Flat has not changed - priority of allocation will always be given to our Friends of Curly Flat – and we continue to track each and every sale to ensure those existing clients are given first opportunity to purchase our wines.

We are gradually exposing the wines to a wider audience through the appointment of selected leading restaurants and also some fine wine merchants. We have recently appointed restaurants in a number of cities and resort locations – and we still have a few further appointments to make. Similarly, we have to date appointed twelve specialist fine wine merchants – generally, two or three in each state capital city. As the word spreads, we are being approached by both restaurants and retailers to list the wines but we usually have to decline as we are very conscious of our limited supply and value very highly the loyalty and support of our existing relationships.

We greatly appreciate those Friends of Curly Flat who have chosen to share

the joy of our wines with their friends and acquaintances – we are continually amazed, and heartened by the commitment of the Friends of Curly Flat to the spreading of the word on Curly Flat. We ask all Friends of Curly Flat to continue to identify 'like-minded souls' and nominate them as Friends of Curly Flat – see the section on the reverse of the Order Form for Friends of Curly Flat nominations.

## Release 3 – why no 2000 Curly Flat Chardonnay?

The only 2000 Chardonnay to be released is the 'Lacuna' which is a 'one off' trial batch of unwooded Chardonnay – the main barrel aged Chardonnay from 2000 vintage, whilst a good wine, lacked the intensity of flavour we expect of Curly Flat wines - hence it has been declassified to our 'junior' label "Williams Crossing". It is disappointing that we had to take this step but if our deeds are to match our words in regard to excellence of quality we really had no choice. The disappointment is compounded by the knowledge that the fruit was of superb quality with an intense flavour profile. This declassification was pivotal in coming to the decision to build our own winery and take control of the whole process – truly From Vine to Wine!

You will find that the 2000 Williams Crossing Chardonnay whilst not quite up to the standard you will have enjoyed in previous vintages of Curly Flat Chardonnay, nonetheless represents exceptional value and is available direct from the winery.

## Cork Taint – what is it and what to do about it?

The impact of cork taint can vary from mild suppression of the positive fruit characters through to musty/mouldy off-flavours that render a wine undrinkable. Estimates

of the percentage of all wines sealed with natural cork that are affected vary between 5% and 10%. At Curly Flat we use the best quality cork from the best producers – needless to say, we use the best (and most expensive) corks - but that is no guarantee and we know that sometimes there will be affected bottles. If you have a Curly Flat wine that has cork taint, just let us know and we will replace it – but we do ask that, if possible, you save the cork (wrap it in Glad-wrap) and send it to us to forward to our cork supplier.

We are considering alternatives to cork, in particular the screw cap commonly known as Stelvin (and now extensively used in the bottling of the premium Clare Valley reislings), but have not made the leap as yet.

We would be very interested in the thoughts of the Friends Of Curly Flat on the issue of "cork v stelvin" which seems to be chiefly theatre v practicality. Please e-mail us with any comments you would like to make.

## Some outstanding reviews in the US and a new National Importer

Unknown to us, a Philadelphia based collector of Australian wines has been buying our wines. Joseph recently selected Curly Flat and Leeuwin Estate as the Australian Chardonnays in a France vs Australia taste off – the two French wines were Grand Cru Burgundies. The 'masked tasting' produced some interesting results – like this Mark Squires write up on the Robert Parker website "I loved the delectable fruit, the lees notes on the nose, and most of all....it always remained in perfect balance. This was possible to mistake for white Burgundy. Beautifully done".

And from Arthur Johnson on the wine-people.com website "THIS CURLY'S NO STOOGIE. (June 29, 2003) Australia isn't that famous for its Chard and Pinot Noir... yet. But if enough others follow the trail blazed by Curly Flat, this could change in a hurry.....very classy stuff. Supplies are now trickling into the States and I expect they'll be warmly

received....1999 Curly Flat Pinot Noir is among the best Pinots I've ever tasted from Oz. Offhand, in fact, I can't think of a better one."

In a convoluted and fortuitous alignment of events we finished up appointing Vine Street Imports as our National Importer for the USA. While in Philadelphia recently, Phillip showed the wines to 17 of the city's leading restaurants, most have subsequently put Curly Flat wines on their wine lists.

### The Curly Flat Website

Our website [www.curlyflat.com](http://www.curlyflat.com) was launched in February and is proving very popular. You may be reading this Vine To Wine No 3 on the website? With Phillip heavily focused in the vineyard and winery – not to mention the recent trips to Oregon, Philadelphia and London, - he is lagging with his monthly updates, but nonetheless the site is a good avenue for keeping up to date with the happenings at Curly Flat.



## RELEASE THREE

### 2000 Pinot Noir

An evolution in style brings a more structured, elegant wine this release. The nose is vibrant and fresh with ripe dark cherry fruit amid complex spice, mushroom, tobacco and earthy savoury characters. Sweet vanillin and milk chocolate add further complexity to youthful, pristine fruit aromas. The palate is integrated, supple and soft with the hallmark plush, velvety tannins of good Pinot noir. Delicacy and balance are the distinguishing features of this release, showing cherry and plum fruit flavours interlaced with Christmas spices, earth and a hint of smoke. Acidity is ever supportive, lending finesse and length with persistent cherry fruit to finish.

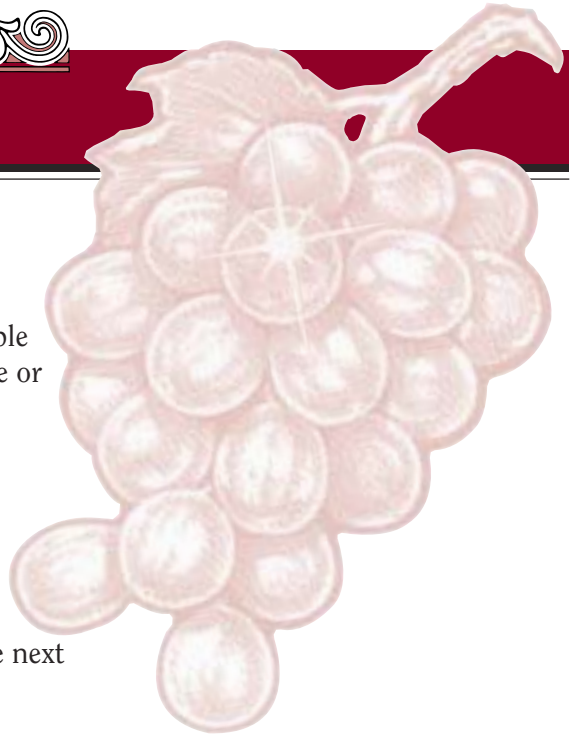
### 2001 Chardonnay

From start to finish 2001 was a warm dry year with ideal conditions at every stage of the growing cycle. Autumn was a superb ripening period, resulting in concentrated fruit with good natural balance and strong varietal character. The bouquet opens with citrus, nectarine and stone fruits with refined, complex savoury notes layered throughout. The palate is rich and mouth filling with crunchy pear and stone fruit flavours. Integrated textural components are knitted into the fruit with hints of honey, nougat and savoury French oak. Crisp acidity tightens and balances the wine, finishing fine, long and fresh.

### 2000 Lacuna Chardonnay

Whilst this wine has not seen any wood, work in the winery has added considerable complexity and texture to the concentrated fruit character of our vineyard. The bouquet shows ripe yellow flesh peach and fresh pear fruit aromas complimented by creamy pastry, fresh bread and gentle underlying mineral notes. The palate is full and luscious with lemon barley fruit typical of cool climate Chardonnay with underlying yeasty lees-derived flavours. The mid-palate is fleshy and mouth filling with juicy Nashi pear and finely balanced acidity, finishing with gentle cashew nut and crisp mineral character.





## Tastings / Visiting Curly Flat

Curly Flat is open for wine tastings on the first Sunday of each month between 12 noon and 5 p.m. On these Sunday afternoons you will be able to try several vintages of both Pinot noir and Chardonnay. Please phone or email to arrange to visit Curly Flat at other times by appointment.

Curly Flat is open for special events for Friends of Curly Flat throughout the year such as Harvest Picnics in April and May and wine release lunches.

We have tastings in Melbourne, Sydney, Brisbane, Perth, Canberra and Adelaide. If you are interested in attending, please contact us to find the next tasting in your city.

### ■ CURLY FLAT VINEYARD



### Directions How to get to Curly Flat Vineyard

From Melbourne – take the Tullamarine Freeway and proceed past the Airport.

Before Sunbury, turn right onto C325 to Romsey/Lancefield.

After Romsey and when entering Lancefield, turn left onto C324 towards Woodend.

Travel 4 km, and just before Glen Erin Vineyard Retreat turn left into Collivers Road.

Curly Flat Vineyard is 600 metres along on the right.



*Vestal Virgins at our Harvest Picnic*



2003 Pinot noir barriques



*Portavin mobile bottling line at Curly Flat*



*Robert checks the barrique*



Phillip & Jeni at Curly Flat's Lake Lacuna

**Nominations of new Friends of Curly Flat**

We rely on you (our clients) to spread the word on Curly Flat wines – this allows a more direct approach and thus ensures that our clients have priority in getting the wines upon release. If you have friends or associates that you consider would be interested in Curly Flat wines, please send us contact details:

| Name | Postal Address | Email |
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