

de Mestre Wines



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2004 Vintage Release

We are delighted to announce the release of the 2004 range of de Mestre Wines, which for the first time includes a Cabernet Sauvignon as well as our highly regarded Shiraz.

This release represents only the second vintage for de Mestre Wines and follows a sell-out first vintage of our 2002 Shiraz.

In 2003, we did not bottle any wine. Whilst still being of a high standard, we viewed the 2003 vintage wine to be of inferior quality to 2002, and 2004 in barrel. It is important to us that when you and your friends share a bottle of de Mestre

wine, the quality, integrity, value and enjoyment is immediately obvious.

Fortunately, the current release wines are truly unique and exceptional and are, in our view, the best wine that we have produced so far.

We put this down to a number of contributing factors. As the vines get older, they produce better flavour, colour and balance. Nature also played a big part. Moderate rainfall in winter and spring, coupled with no rainfall from January to harvest in April and May ensured a small crop of the highest intensity of colour

and flavour.

As you know from our 2002 vintage, the price for supreme quality is, amongst other things, low crop yield. Add to this our exacting site selection and maintenance, rigorous quality control at pruning as well as our trellising technique, and you are assured of a wine which will continue to deliver on our promise of quality, integrity, value and, above all—enjoyment!



To benchmark this wine pre-release the 2004 Sofala Road Shiraz was entered in The New Zealand International Wine Show. This was the largest wine show ever held in New Zealand with nearly 2000 entries from 10 countries. Against a

2004 Shiraz International Gold Medal Winner

field of 300-odd shirazes including numerous multiple trophy winning wines, our wine was included in The Champions List as a gold medal winner. It was awarded gold by all three Judges who judged and rejudged it which we understand is highly unusual.

Notably, the wine was one of only a handful of gold medal winners and finished above the heavyweights of the Australian wine scene, whose entries had the advantage of years of bottle development—which augers well for the future life of this superb wine!



2004 Cabernet Sauvignon

We are pleased and excited to announce our first vintage release of the noble grape variety Cabernet Sauvignon.

As with all things in life, the highest risk gives the greatest reward. Cabernet Sauvignon, if ripened properly in a cool climate, gives totally unique flavours.

You are truly blessed if you find a cool climate vineyard

site that can ripen Cabernet Sauvignon properly. What you need in effect is a sun-trap.

The reason for this is that in spring, Cabernet Sauvignon comes to life and has bud burst weeks later than other varieties. For example, in our vineyard, our Shiraz vines burst up to 3 weeks earlier than the last of our Cabernet Sauvignon vines.

The grapes are also hand picked 2-3 weeks after our Shiraz.

The Cabernet Sauvignon, like our Shiraz, is high in alcohol and therefore has an appealing sweetness.

Also, like our Shiraz, it is characterized by our trademark richness and fullness in the mouth.

The wine tastes of fruitcake with spicy undertones.

We believe that this wine will develop superbly in bottle for up to 10 years.

You, like us, will find it difficult however not to enjoy the wine immediately!!!

Only a tiny amount of this wine was made and expect it, like our 2002 Sofala Road Shiraz, to sell out quickly.

**FROZEN C1 CABERNET
SAUVIGNON BLOCK**

We appreciate your feedback, suggestions or stories about our wine. Please contact us anytime via email at paul.demestre@demestre.com.au, visit www.demestrewines.com.au, phone (02) 9221 5711 or fax (02) 9233 6181



2002 Shiraz Update

Thank you to all who purchased the 2002 vintage Sofala Road Shiraz. We particularly thank anyone who "spread the word" and referred customers.

As production is tiny and capped our aim is to create a small, exclusive mailing list of customers who are guaranteed an allocation of our wine each release.

To show our appreciation of referrals we have this year devised a scheme to reward and encourage referrals up to full allocation (please refer to Shiraz Viognier overleaf).

The wine itself has developed considerably since bottling. The upfront oak flavours have begun to integrate beautifully with the berry flavours to create a

greater level of complexity.

We expect further complexity as the wine ages and in particular the arrival of preserved fruit flavours.

For those who have cellared the 2002 we expect continued development for at least the next eight years. We will update you in future newsletters on the wine and optimum time for drinking.



Nature's Way

Those of you who know us or know our wine will be aware of our commitment to organic principles. We have decided this year to begin formal certification of our organic methods and practices in the vineyard and winery.

It seems clear that the closer to nature you can grow your grapes and

make your wine the better result you achieve. This is particularly evident in the richness that characterises our wine.

Wine remains alive even when it is in the bottle. We remain committed to having as minimal an impact on either the grapes in the vineyard or the wine in the bottle.

2004 Shiraz Viognier

In 2004 we also made one barrel (300) bottles of Shiraz Viognier. The grapes that went into this barrel were hand selected by walking through our vineyard and taste testing a berry from each bunch that went into the ferment.

The bunches were fermented separately in a small fermenter. The wine was subsequently macerated in the very highest quality French Oak barrel that was coopered in France and imported to Australia.

We have decided not to release this wine at this stage but rather, to show our appreciation to our loyal supporters by rewarding them with 2 complimentary bottles of this one off release.

To take advantage of this, simply refer 4 of your wine-loving friends and ensure that they complete the section "referred by" on our order form. Also, any customer who purchases more than 4 cases will receive 2 complimentary bottles of this rare wine.

A particularly exciting and satisfying experience this year was allowing nearly 1000 lambs into the vineyard after leaf fall as our weeding team.

We have not been able to do this in previous years because of the age of the vines. The job that they continue to do could not be done as effectively by any man made machine, chemical or system.



Winery News

This year for the first time we bottled our wine ourselves. Previously contract bottlers came to our vineyard and bottled in our winery.

We decided to ensure the wine was bottled at the optimum time with complete quality control, we needed to bottle ourselves.

It was also fun for our young children. Nelson (our eldest son) was in charge of putting stickers on boxes and also ensuring the operator of our bottle filler was aware when the bottles were full and ensured there was no delay in moving them to the corking machine!

Zara (our daughter) proved to be expert on the labelling machine and Andre (our youngest son) gave firm and clear directions to us whenever the forklift was being used and ensured that full concentration was maintained by all on the bottling line when he was in attendance in the winery!



ORDER FORM

(Referred by)

SHIRAZ 2004		
No. Of Cases (12 bottles per case)	Price per Case (incl GST)	Total Price
	\$360.00	
CABERNET 2004		
No. Of Cases (12 bottles per case)	Price per Case (incl GST)	Total Price
	\$360.00	
Freight Sydney NSW Country, ACT Melbourne, Brisbane Other Areas - please enquire	\$ 8 per delivery \$12 per delivery \$12 per delivery	
FREIGHT COST:		\$
TOTAL:		\$

PAYMENT DETAILS

Master Card Visa Amex Diners BankCard

Credit Card No: _____

Expiry Date: ____ / ____ Signature: _____

Cheque: (Mail your payment to: de Mestre Wines, Level 12, 70 Castlereagh Street, Sydney NSW 2000)

DELIVERY DETAILS

(Wine will be sent out within 7 days of receipt of payment)

Customer Name: _____

Street Address: _____

Suburb: _____ Postcode: _____

Telephone: _____ Mobile: _____

PLEASE FAX YOUR ORDER TO (02) 9233-6181

Please Note: We do not recommend wine to be left unattended as we cannot take responsibility for lost/stolen goods. If no one is in attendance at delivery address to accept delivery of the wine, you will receive a notification to pick it up at your local post office.

Order online at www.demestrewines.com.au