

Medlands
— VINEYARD —

PLATINUM LABEL
BAROSSA VALLEY
SHIRAZ 2010



THE ULTIMATE EXPRESSION OF THE MEDLANDS VINEYARD TERROIR, 2010 MEDLANDS VINEYARD PLATINUM LABEL SHIRAZ DISPLAYS POWER, ELEGANCE AND GRACE. THIS IS A RICHLY TEXTURED WINE OF OPULENCE AND BALANCE, WITH INTENSE, CONCENTRATED FLAVOURS, PURITY OF FRUIT, REMARKABLE LENGTH, AND EXEMPLARY FOCUS, LINE AND PRESENCE.

REGIONAL SOURCE

Medlands Vineyard, Barossa Valley
Elevation: 260m above sea level
Latitude: 34° 30' 2.78" S
Longitude: 138° 58' 43.49" E

GRAPE VARIETY

Shiraz

VINTAGE CONDITIONS

The 2010 growing season at Medlands Vineyard began with a warm winter, with above average mean minimum temperatures, prompting an early budburst. A cool wet start to spring saw vine growth slow through September and October. In November, a nine day stretch of unseasonal heat was followed by generous spring rains which refreshed and revitalised the vineyard. Throughout summer conditions remained mild allowing the vines to develop strong healthy canopies and good balance, with veraison beginning in early January. Leading up to harvest, the days were mild and dry, and nights were cool, resulting in near-perfect ripening conditions and exceptional wine quality. 2010 is proving an exceptional year for Medlands Shiraz, with vibrant, dense colour and purity of vineyard and varietal expression.

VITICULTURE

The distinguished Medlands Vineyard lies within an exceptional pocket of ground at Dorrien on the central north Barossa Valley floor, a site long renowned for growing outstanding Shiraz. Gently sloping towards the North Para River, the microclimate benefits from cooling breezes flowing down-river from the foothills and enjoys optimum sunlight, low rainfall and low humidity. The vineyard is comprised of ancient soils ranging from loamy sands over light clays to sandy loams over medium clays, laid down 5 million years ago when an uplift of the Eastern ranges and a sinking of the valley floor caused the central valley to fill with sediments. This unique terroir results in Shiraz of purity, elegance, tight structure and flawless balance.

WINEMAKING

The 2010 Medlands Vineyard Shiraz was harvested at ideal flavour-ripeness following rigorous vineyard assessment. Fruit was crushed, de-stemmed and fermented in small batch open fermenters for fourteen days. The ferments were allowed to warm naturally with a combination of plunging and gentle pumping over to maximise colour and flavour extraction. Mid-ferment the wine was cooled to extend fermentation, maximising time on skins and accentuating line and length. After gentle pressing the wine was racked to French oak barriques for 22 months, enhancing the wine's complexity, elegance, length and structure.

MATURATION

22 months in 60% new and 40% one-year-old French oak barriques.

WINE ANALYSIS

Alc/vol: 14.5% - pH: 3.45 - Acidity: 6.9 g/L

COLOUR

Vibrant deep purple.

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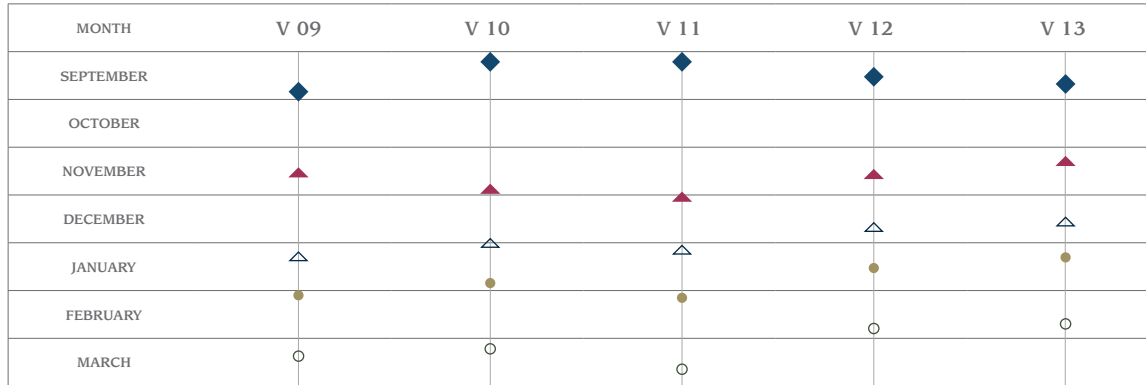
Intense aromas of rich blue and black berry fruits, dark chocolate, coffee bean and fragrant oak spice.

PALATE

Expressive, complex characters of blueberry, blackberry, dark chocolate and freshly ground coffee are underpinned by warm spices and savoury French oak. Displaying power, elegance and grace, this is a wine of opulence, focus and balance with a silky texture, fine structural tannins and remarkable length.

ORIGINALLY ACQUIRED BY THOMAS RADFORD SAGE IN 1882, THE MEDLANDS ESTATE WAS PLANTED HALF TO VINEYARD AND THE REMAINDER TO ORCHARD. D.A. TOLLEY PURCHASED THE BLOCK IN 1914, EXPANDING THE VINEYARD AND ESTABLISHING THE SMALL, CORRUGATED-IRON WINERY, WHICH STILL STANDS ON THE PROPERTY TODAY.

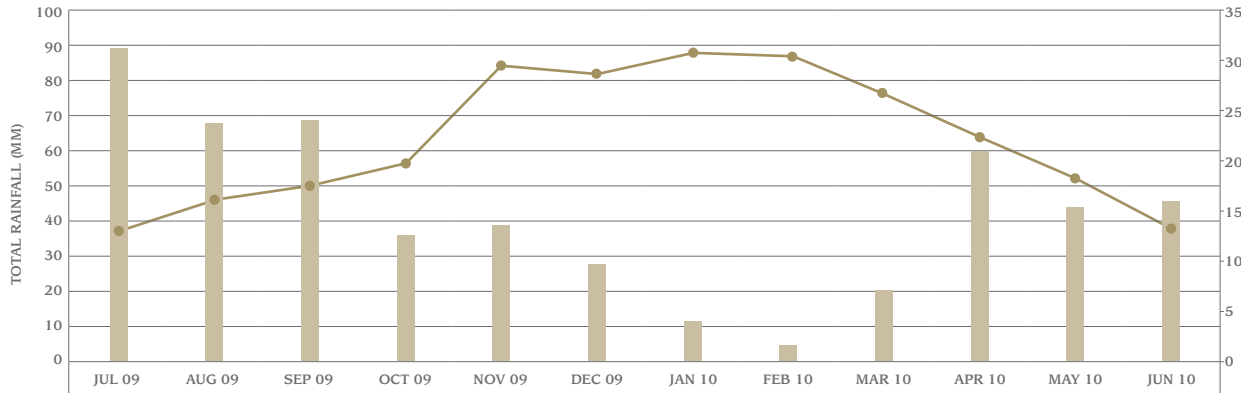
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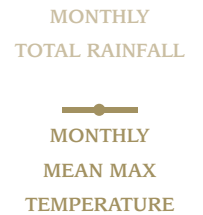
LEGEND



TOTAL RAINFALL & AVERAGE MAXIMUM TEMPERATURE (2010 VINTAGE)



LEGEND



TOTAL RAINFALL & AVERAGE MAXIMUM TEMPERATURE (ALL YEARS)

