

H A R M A N S

Margaret River

Newsletter

June 2007

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Screwed if you don't – (the case for screwcaps on wine)

One day we will all look back and wonder why we ever used corks for so long.

Screwcaps first appeared on wine bottles in the early 70's so a lot of trials and technical improvements have occurred over the last 30 years, especially when it comes to the screwcap liner.

Storage/Cellaring

Temperature:	This is important for wines under cork as fluctuating temperatures cause the wine to expand and contract which can threaten the integrity of a cork. This of course cannot happen with a screwcap.
Humidity:	With corks there is a need to prevent the cork drying out. But to achieve the right balance of humidity is difficult. To keep the cork moist without damaging the label and packaging is not an easy task. Again this is not the case with a screwcap.
Stacking:	With a screwcap there is no need to store the bottles horizontal.
Odours:	Odours from the environment can permeate a cork but not a screwcap
Leakage:	Irregular bottle necks can cause corks to leak.

Aging

Freshness should not be mistaken for immaturity. Wine in screwcap bottles may age a little slower but with less irregularity. After exhaustive research French scientists have come to the conclusion that ageing is the opposite to oxidation, it is a process of reduction or asphyxia, by which wine develops in the bottle. Evidence points to wine continuing to develop after all oxygen is used up. A small amount of dissolved oxygen at bottling is sufficient to sustain a wine throughout its ageing.

Cork Taint

A cork can be viewed as a time bomb threatening to destroy any wine entrusted to it.

This is not the case with a screwcap. Cork taint is a mould that grows on the cork imparting a mouldy or wet cardboard character to the wine. Cork mortality rates are from 5 to 10% taint with a further 5 to 10% random oxidation in whites.

Market Acceptance (Will they buy it)

This can be put into 3 main points.

1. Consumer acceptance
2. Education
3. Time will tell

Residual market resistance is associated more with image than technical facts.

The romance from the ceremony of pulling a cork rather than the quality of the contents is missing the point of wine enjoyment altogether. Remember you can replace the bottle of wine but not the moment. The image of a cork being associated with an expensive bottle of wine is one of the main areas of buyer resistance. Did you know that beer was once sold in a bottle sealed with a cork. Education and time!

"The fruit driven Australia Wine style is perfectly suited to the screwcap".



Produced for those of us that enjoy the sweeter things in life



MOO TOWN RED

With its sweet merlot fruit you won't be able to resist the temptation to feed your soul with our chart topping Moo town red.



MOO TOWN WHITE

With its sweet Chenin Blanc fruit it's no wonder the Moo town white is a hit with soul brothers and sisters everywhere.



MOO TOWN PINK

This Mootown Pink is racing up the charts. With its supreme sweet Cabernet sauvignon and merlot fruit it will be music to the soul.

“You'll drink it till the cows come home”



The Wolves are Howling in INDIA

Over the last three years our Howling Wolves brand has been exported to India, where it has been well received. Even the Indian cricket team along with Coach Greg Chappel has been seen drinking it.

Earlier this year we signed a Joint Venture agreement with one of India's largest distilleries to develop a vineyard as well as build a winery in a town called Shreepur. This town was established around the 6th century when it was called Sirpur and was an important Buddhist site inhabited by over 10,000 monks. During this period the Arcawas arrived with merchants from as far away as China. A far cry from the sleepy hamlet it is today, Shreepur is 433km east of Mumbai (Bombay) with an altitude of 457metres.

The climate and soil are similar to WA's wine region of the Swan Valley. So far 12 hectares of the proposed 40 hectares have been planted using cuttings sourced from Margaret River.

The varieties will be Chardonnay, Chenin Blanc, Shiraz and Granache.

The vineyard has been named "Margaret's Vineyard" after the area where Howling Wolf is located in Western Australia. The road leading into the vineyard just happens to be lined with Eucalyptus tree's to remind us of home.

A couple of kilometers from the Vineyard is the proposed site of the Winery to be built of local stone.

The power for the winery will come from our Joint Venture partner's distillery. The waste water treatment plant from the distillery provides methane which powers the turbines providing the town of Shreepur with its



Sometimes when I reflect back on all the wine I drink I feel shame. Then I look into the glass and think about workers in the vineyards and all of their hopes and dreams .. If I didn't drink this wine, they might be out of work and their dreams would be shattered.

Then I say to myself, "It is better that I drink this wine and let their dreams come true than be selfish and worry about my liver.

electricity. The first vintage to be produced by the new winery will be in 2008 and this will be from fruit procured from local growers. The first fruit from "Margaret's Vineyard" will be available in 2009. All the wine produced will serve the growing Indian wine market.

Indians are developing a taste for wine through education and a growing middle class consumer who are moving away from the traditional beer and spirits. Consumption among India's billion – strong population is more than seven million bottles a year. But it is a revolution in social habits for a country still largely obsessed with whiskey, a legacy of the British Raj. Wine was an esoteric brew, consumed only by the rich when they traveled abroad.

As wine has become fashionable, the quality of the cabernet sauvignon served has become an indicator of the social standing of dinners and weddings. Most wine drunk in India is imported from Europe, but because of its high prices local vintages are winning a following. An acquaintance with wine may be necessary to ward off embarrassing faux pas at the next business meeting, so education on the aspiration of wine consumption is vital.

NEW Releases from Harmans Ridge Estate

2007 Semillon Sauvignon Blanc, Chenin Blanc and Rose

Cellar Door Information: Open 7 days a week 10.30am – 5pm daily
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