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PRESS RELEASE

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Seppelt releases its rarest and most iconic wine

This year on the first Monday in September, Seppelt Great Western will release Australia's rarest and most iconic wine, the Seppelt Show Sparkling Shiraz in a 2004 vintage. The last release of the wine was in 2004 with the 1994 Seppelt Show Sparkling Shiraz.

A world first, and uniquely Australian, this style of wine was created by Edmond Mazure in the 1890s. Then later commercially made by Hans Irvine from 1894, it was labelled as Irvine's Sparkling Burgundy until the 1980s, it was renamed Seppelt Show Sparkling Shiraz in later vintages.

Seppelt Senior Winemaker, Adam Carnaby, said that he is humbled and proud to be the modern custodian and carry on the tradition of making this uniquely Australian wine: "It's an honour to release this wine, which is built on generations of Seppelt history. We only release Show Sparkling Shiraz from exceptional vintages. And now after ageing in the bottle for nine years, the 2004 Show Sparkling Shiraz is perfect for collections or celebrations.

"Like we have done since 1890, our 2004 Show Sparkling Shiraz release was made from selecting the very best shiraz fruit from Great Western. What we've achieved is an exceptional sparkling shiraz that reflects the region - peppery, with spice, soft and fruity. This incredible character is unique to Great Western fruit, without heavy tannins which ensure it to age elegantly."

Adam added: "The 2004 Show Sparkling Shiraz is the ultimate expression of Great Western Shiraz, which is a floral and full-bodied style with fantastic longevity. A very special wine indeed – it is carried by fine bubbles, a lively mousse yields to concentrated blackberry and chocolate flavours combined with sweet spices, and fine, mature tannins. This wine has reached the right complexity, balance with a freshness and fruit vibrancy – a classic example of Seppelt Show Sparkling Shiraz.

The 2004 Show Sparkling Shiraz can be enjoyed now or cellared where it will age gracefully for another 30-50 years. The ability for it to age for so long is a result of combining the remarkable quality of Great Western shiraz, extended contact on lees and the bubbles under crown seal, which maintain its freshness and fruit purity for many years to come."

The 2004 Seppelt Show Sparkling Shiraz recommended retail price is \$100.00 and can be purchased through the Seppelt cellar door and fine wine retailers nationally.

History

Seppelt Show Sparkling Shiraz nearly ceased production in the 1970s and 1980s until the legendary Ian McKenzie, Seppelt's winemaker from 1983-2001, became the protector and brought back the wine releasing a number of back vintages from the 1960s and making it the only winery producing sparkling shiraz at the time in the world.

Ian McKenzie continues to laud Seppelt: "No other wine resembles this sparkling Shiraz-based wine made in the tradition. Even within Australia, Seppelt Show Sparkling Shiraz is the only wine made in the same way as it was in the 1890s.

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"They are beautiful examples of the winemaker's art which have stood the test of time as descendants of Seppelt's legendary Great Western shirazes, aged in Seppelt's underground drives. It's one of those unique wines to Australia, like Hunter Valley semillon, Rutherglen muscat and tokay."

Making Show Sparkling Shiraz

To make the Show Sparkling Shiraz, Seppelt's estate grown fruit is harvested from our best blocks from the three vineyards of St Peter's, Imperial and McKenzie which are close to the Seppelt winery.

The base Seppelt Great Western shiraz wine goes through a process of fermentation in seasoned large format French oak barrels for around 12-16 months. Then the wine undergoes a second fermentation and ageing in the bottle for seven plus years before disgorging. While there are other sparkling red wines made in Australia, this is the only wine of its kind that is sourced solely from Great Western vineyards of their maturity, and then aged for so long in the bottle on its lees prior disgorgement.

About the 2004 Show Sparkling Shiraz

Vintage in 2004 saw favourable spring conditions which lead to good fruit set with a balanced canopy and crop level. A warm January, followed by a cool February, then near perfect conditions in March and April, lead to a longer ripening period. Harvest was slightly later than usual with moderate yields of excellent fruit.

On the palate, a lively mousse yields to concentrated blackberry and chocolate flavours combined with sweet spices, and fine, mature tannins. This wine is a complex, structural wine – a classic example of Seppelt Show Sparkling Shiraz. It can be enjoyed now or cellared for another 30-50 years. It is best served chilled and complements rich meats including pork terrine, duck, turkey and also sweet desserts such as warm chocolate puddings.

About Seppelt

Seppelt has been at the forefront of Australian winemaking for over 160 years. Over the years, Seppelt has seen many legendary and iconic winemakers that are part of Australia's rich history in winemaking. Seppelt's history began with an entrepreneurial French couple who immigrated to the small town of Great Western at the foot of The Grampians in Victoria. In 1851 they planted the vineyards which would eventually be the source of vine cuttings that Joseph Best planted in 1866, in his Great Western Vineyard.

Joseph Best commissioned local gold miners to tunnel the underground cellars that became known as Drives. The winery was purchased by Ballarat businessman Hans Irvine, who produced Australia's first commercial sparkling shiraz wine. Later Colin Preece would continue the tradition of expert winemaking and passion for innovation, including releasing the well-known 1942 and 1946 Sparkling Burgundies (as they were allowed to be called at that time) which are enjoyed even today by fine wine collectors.

Over many generations Seppelt has paved the way in progressive cool climate style wines. From 1983-2001, Seppelt Chief Winemaker, Ian McKenzie, ensured that the tradition did not die out in Australia and reintroduced the Seppelt Sparkling Burgundy with vintages from the 1960s.

Today Seppelt winemaking is led by Adam Carnaby as the custodian and guardian to Seppelt's quality, character and heritage. His passion on respecting terroir and regional expression are his driving factors to crafting Seppelt's great wines perfect for collections and celebrations.

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