

Pirie Tasmania is the latest evolution of one man's belief that Tasmania can be one of the truly great wine regions of the world.

As Australia's first PhD in viticulture, founder of Pirie Estate and SOUTH labels (est 2004,) and recipient of the Australian Medal for his services to Tasmanian wine and tourism (2001,) Andrew Pirie's contribution to the industry is indisputable, as now is Tasmania's position as a jewel in the crown of Australian wine.

"The best wines
are made in the
vineyard"


Andrew Pirie





Andrew Pirie has been the most influential figure in the Tasmanian wine industry, initiating and building Tasmania's largest and most important vineyards and wineries in Tasmania. He continues to lead the state industry in producing a dramatic surge of quality Tasmanian wines. These include his own outstanding pinot noirs amongst the impressive vintages of the Pirie SOUTH and Pirie Estate labels of his family-owned wine business.

***"I remain passionate about the cool climate wine potential of Tasmania. It is exciting to be involved in an industry which benefits lifestyle, from its modern inception to consolidation."
- Andrew Pirie***



James Halliday's Australian Wine Companion 2010 Edition



- In only five years since the relaunch, Andrew Pirie has taken Pirie Tasmania right back to the top, achieving the magic 5 red stars in Halliday's Wine Companion, placing us in the top 7% of all Australian wineries. We feel that this is something to be really proud of. Well done to all those who helped us achieve this milestone!!

**“Natural Tasmania”
is a common
reference to the
pristine wilderness
and natural features
of Tasmania, the
island state of
Australia. Tasmania
lies in the path of the
Roaring 40s, at a
latitude of 40
degrees south.**



Tasmania covers approx 26,000 square miles – a little larger than West Virginia



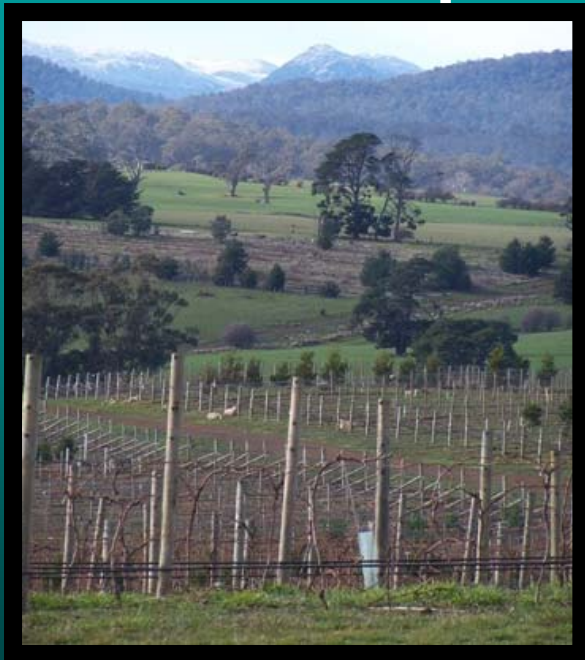
PIRIE

The Winery

Surely one of the best views of any winery in the world, the winemaking heart of Pirie has always been at Rosevears Estate on the West Tamar.

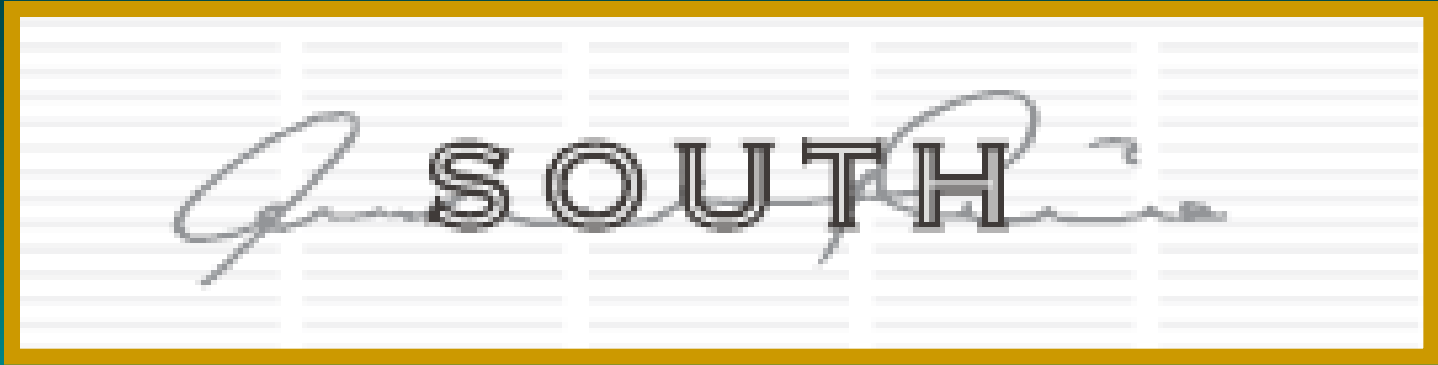


Quality is paramount and, although small, the winery can boast computer controlled heating and cooling on all tanks, a range of red fermenters, from traditional small open vats to a state-of-the-art rotating vinimatic, plus a well-equipped lab. With tank sizes down to 500 litres, the ability to give individual attention to small parcels of wine is essential.



Given the cool Tasmanian weather, the fact that everything is inside is of great benefit to wines and winemakers alike.



The image shows the word "SOUTH" written in a cursive script on a piece of lined paper. The word is centered and written in a dark color. The paper has horizontal lines and is framed by a yellow border.

SOUTH

**The complex;
yet early
drinking
range**

SOUTH is about producing fresh, aromatic wines to complement modern food styles, using the finesse of northern Tasmanian fruit.

The combination of a truly cool climate and summer rainfall, features which we share with northern France and New Zealand, make Tasmania particularly well suited to the production of these early-drinking wine styles.

SOUTH





TASTING NOTES

- Quite deeply coloured for a young Pinot, aromas are of cherry stones and almond pastry. The wine displays a soft fruit middle palate but with enough firm tannins and fresh acidity on the finish to provide structure and length.
- Age 1-3 years and serve in a big glass capture the perfume.

WINE SPECIFICATIONS

- Variety 100 % pinot noir
- Harvested 12th-25th March 2006
- Bottled Dec 2006
- Clones 114,115, MV6
- Region 100% Tamar Valley Tasmania
- Oak treatment 20% 1-3yr French
- Closure Screwcap
- Alc/vol 13.5 %
- Ideal drinking 2007-2008

FOOD SUGGESTIONS

- Crusty French loaf with brie or young camembert; Barbequed salmon/ocean trout; coq au vin.



TASTING NOTES

- Light gold. The aroma is zesty and fragrant showing lime and mandarin. The palate is lively with an almost explosive mid palate, while the fresh Tasmanian acidity and dry minerality provide great length and show the serious, complex side of this wine.

WINE SPECIFICATIONS

- Variety 100 % Riesling
- Clones Old clones MCW
- Harvest dates 25 Mar- 04 April 2006
- Region 100% Tamar Valley Tasmania
- Oak treatment Unoaked
- Closure 100% screwcap
- Alc/vol 12.8% TA 6.7 pH 3.00
- Ideal drinking 2006- 2009

FOOD SUGGESTIONS

- Wok fried noodles with sweet chilli and mirin



TASTING NOTES

- Very pale colour (just after bottling) with no early sign of bronzing. The nose is a confection of banana and pear while the palate is fresh with a touch of cream and a dry finish.

PRODUCT SPECIFICATIONS

- Variety 100 % Pinot Gris
- Clone 8047, D1V7
- Harvest date 26 – 28 March 2007
- Region 100% Tamar Valley, Tasmania
- Oak treatment Partial old French oak
- Bottled 27 July 2007
- Closure Screwcap
- Alc/vol 13.5% TA 5.9 pH 3.37
- Ideal drinking Now – 2009

FOOD SUGGESTIONS

- Twice-cooked pork in Asian spices
- Creamy chicken casserole with garlic and rosemary



TASTING NOTES

- White straw in colour. The bouquet displays fresh lime juice with salt/mineral highlights while the palate is tightly structured with bright, lime-zest notes.

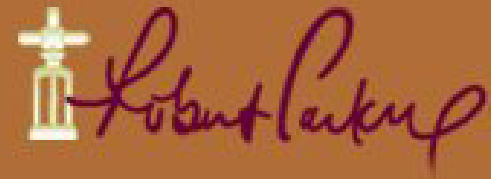
PRODUCT SPECIFICATIONS



- Variety 100 % Sauvignon Blanc
- Clone Predominantly F14V9
- Harvest date 28 March -13 April 2007
- Region 100% Upper Tamar Valley, Tasmania
- Oak treatment Unoaked
- Bottled 30 July 2007
- Closure screwcap
- Alc/vol 13% TA 6.8 pH 3.22
- Ideal drinking Now – 2008

FOOD SUGGESTIONS

- Ash rolled goat's cheese; Thai fishcakes; Freshly shucked oysters.

The Wine Advocate
Tasting Notes




89


PIRIE SOUTH
SAUVIGNON BLANC 2008

Tasting Note: Bright straw color. The bouquet displays mineral and lime highlights seem consistent with the Hills vineyard character and the palate seems concentrated with greater weight than previous years.




91


Pirie Tasmania SOUTH
Riesling 2008




With just a touch of sweetness (3.5 g/l residual sugar), the 2008 South Riesling displays very fragrant, floral aromas of honeysuckle and lime blossom with hints of mandarin peel, fennel seed and wax. Dry, crisp, and medium-bodied, with good concentration leading to a long finish, this is **drinking superbly** now though it has the character and structure to develop beautifully through 2018+.




90



The 2008 Pirie SOUTH Pinot Noir, medium ruby-colored, it displays an aromatic array of earth notes, cinnamon, cherry, and cranberry. It has excellent density, sweet fruit, a glossy texture, and excellent length. Drink it over the next 5 years.



89



The 2008 Pirie SOUTH Pinot Gris has an attractive bouquet of tangerine zest, stone fruits, and lemon-lime. Concentrated, dry, and lively on the palate, it will drink well over the next 2 years.

ESTATE

From pruning to picking, specific low yielding blocks are tightly managed to ensure that the fruit reaches its maximum potential. In the winery, small parcels are individually nurtured in order to achieve the greatest character and expression of place. As part of their traditional styling, we intend that a significant contribution to the evolution of these wines is provided by bottle age and therefore, these wines will not reach their full potential until some years after release.





Style Objective

The challenge with this grape is to retain freshness and moderate alcohols while still encouraging the wonderfully exotic musk-like aromas which lovers of this variety crave. As always, our intent was to make this wine truly food-friendly and varietally authentic.

Vineyards

Upper Tamar (Relbia/White Hills) Close planted VSP (vertical shoot positioned) vineyards with low cropping and low vigour.

Winemaking

Harvested in mid April, the fruit was given some pre-press cold maceration in order to extract maximum varietal flavour. Cold juice handling and minimal sulphur additions were followed by a slow, cool ferment and early bottling for retention of aromatics.

Alc: 13.0% pH 3.38 TA 4.96 g/L

Tasting Notes

Pale in colour, the wine is highly perfumed with aromas of musk and rose-petal potpourri. The soft palate is more fruit than spice with a rich, but not oily, mouth feel and good length.

Time

Life Span: 2006-2009 Best drinking: 2006-2008

Food Suggestions:

Aromatic Thai chicken with mild spice



Style Objective

The intention is to produce a wine which has youthful fruit intensity and great perfume but with the structure to age over a decade or more, thus allowing time, rather than winemaker intervention, to develop the exciting, gamey complexities which we look for in top Pinot Noirs.

Vineyards

Relbia (Esk Valley)

Pinot noir clones 114,115 and MV6

Close planted VSP (vertical shoot positioned) vineyards with low cropping and low vigour.

Winemaking

Hand-harvested in mid April. Cold soak was followed by traditional Burgundian open-vat fermentation for 16-20 days with hand-plunging and warm ferment temperatures. The wines were pressed off into barriques and aged in cool cellars for 12 months, achieving high clarity with minimal filtration.

Alc 14.0% pH 3.55 A 5.9 g/L

Tasting Notes

Brighter in colour than the 2004, this wine shows some bright red cherry and raspberry notes to complement the brooding dark cherry aromas typical from this vineyard. Still very youthful, the palate is perfectly balanced with enough structure to ensure the desired life span. Perhaps Jancis Robinson describes it better than us... "Lovely gentle fruit and texture. This is proper PN! Flirtatious."

Time

Life Span: 2006-2012 Best drinking: 2008- onwards

Food Suggestions:

Roasted quail with truffle mash.

The Wine Advocate Tasting Notes



91 pts

The 2005 Pinot Noir Estate is more obviously oak influenced. It offers smoky raspberry, cherry, and spice notes, followed by a velvety-textured, elegant Pinot with light tannin, and very good depth and length. It will evolve for 2-3 years and drink well through 2015.

WINE BUSINESS MONTHLY

The Industry's Leading Publication for Wineries and Growers

Top wines from 2008

Pirie Estate Pinot Noir

Nick Stock, WBM100 December 08

Vintage 2006

Bright red cherries and cool brambly Pinot aromas open to more delicate aromatics, gently sweetened with spicy oak. The palate drives with lively acid crunch supported by fine fruit tannins, ripe red cherry flavours linger. Big and upright. 96 points
Phone Anthony Woolfson on 02 4325 5400 or
Negociants Australia on 08 8712 4210

anthony.woolfson@piriestonewine.com.au
www.piriestonewine.com.au
www.negotianthausale.com

96



90 pts

The 2006 Gewurztraminer Estate has a very perfumed nose of rose petals, lychees, and spice box. With excellent spicy flavors, outstanding depth and concentration, and a long finish, it would be an excellent companion to Thai cuisine.



American Estates Wines

- *American Estates Wines (AEW) began operating in 1985 as a selector and marketer of single vineyard and small estate California wineries. It introduced many of these brands to Metro New York, and later to the surrounding Northeastern states. Over the years it has established a working relationship with many key accounts in this region.*
- *In 1986, AEW began importing wine from New Zealand and Australia and in 2007, Spain was added. For New Zealand wines, that makes it the oldest company continuously importing into the USA. Having its pick of the best New Zealand wines over the years, AEW now has a stellar portfolio of that country's icon brands.*
- *The Australian wines are equally interesting. They range from one of the Barossa's top rated Shiraz - Turkey Flat, to arguably the most famous name in the Tasmanian wine industry, Pirie Tasmania.*
- *And the newest additions to the portfolio, Spanish wines, are brands that offer indigenous grapes from old vineyards made in modern wineries. Many have already received accolades from the Wine Advocate.*
- *The common point among all these wines is commitment to excellence in the vineyard and in the winery. AEW, in turn, is committed to delivering the highest quality brand management through its distributor network in selected markets nationwide.*



