

BULLER WINES

EXPORT MARKETING PROSPECTUS



BULLER WINES



HISTORY

Buller Wines was established in Rutherglen in North-East Victoria in 1921 by Reginald Langdon Buller.

From humble beginnings some 100 years ago, Buller Wines has grown to be a leading Victorian winery, spanning premium wine regions including Rutherglen, King Valley, Swan Hill and Heathcote.

Our founding fathers' vision was to create a world-class winery that expresses the unique terroir of the region, a legacy we continue to build upon today.

Our historic dry-grown 22-hectare Buller Wines Estate Vineyard was first planted by Reginald in the early 1920's. Today, over half of those original plantings are still producing intensely concentrated low yielding fruit that is the hallmark of the Buller Wines portfolio.

Our spiritual home, Rutherglen, is internationally recognised as one of the pre-eminent fortified wine producing regions of the world and Buller Wines leads the way with extraordinary, fortified wines in the Muscat, Topaque and Tawny ranges.

Whilst carrying an enviable reputation for fortified wines, innovation has seen Buller Wines craft an award-winning array of red, white and sparkling wines sourced from premium vineyard regions across North-East Victoria.



BULLER WINES



HISTORY

In 2013 after over ninety years of stewardship under four-generations of the Buller family, the winery and vineyards were acquired by the Judd family, whose family came to the district in the 1930's.

They were later joined by part-owners Michael Murtagh – General Manager and Dave Whyte – Chief Winemaker / Head Distiller. Both are Rutherglen locals and have a wealth of experience and knowledge in the wine industry.

Since being acquired by new ownership Buller Wines has been rejuvenated with a strong focus on investment in winemaking, storage, operations and most importantly, the vineyards - with one driving focus at our core – quality.

Our commitment to quality has been rewarded. In recent years under the guidance of experienced winemaker Dave Whyte we have established Buller Wines as a coveted 5 star rated James Halliday Winery.

We pride ourselves on the quality of every bottle we produce and on the diversity of our range - from sparkling to award-winning table wines and of course, our world-famous fortifieds.



BULLER WINES



BRAND PERFORMANCE



BULLER WINES

From our beginnings 100 years ago in Rutherglen, Buller Wines has grown into a renowned Victorian winery with a clear vision and purpose underpinned by our heritage, and driven by innovation.

To be a global Victorian wine brand.

And we're on that journey.

Our brand continues to grow across the Australian market with the portfolio in 15% CAGR (Compound Annual Growth Rate) by volume over the past five years.

To put that in perspective the total Australian wine category is estimated to have increased by ~2% to ~3% CAGR across the same period.

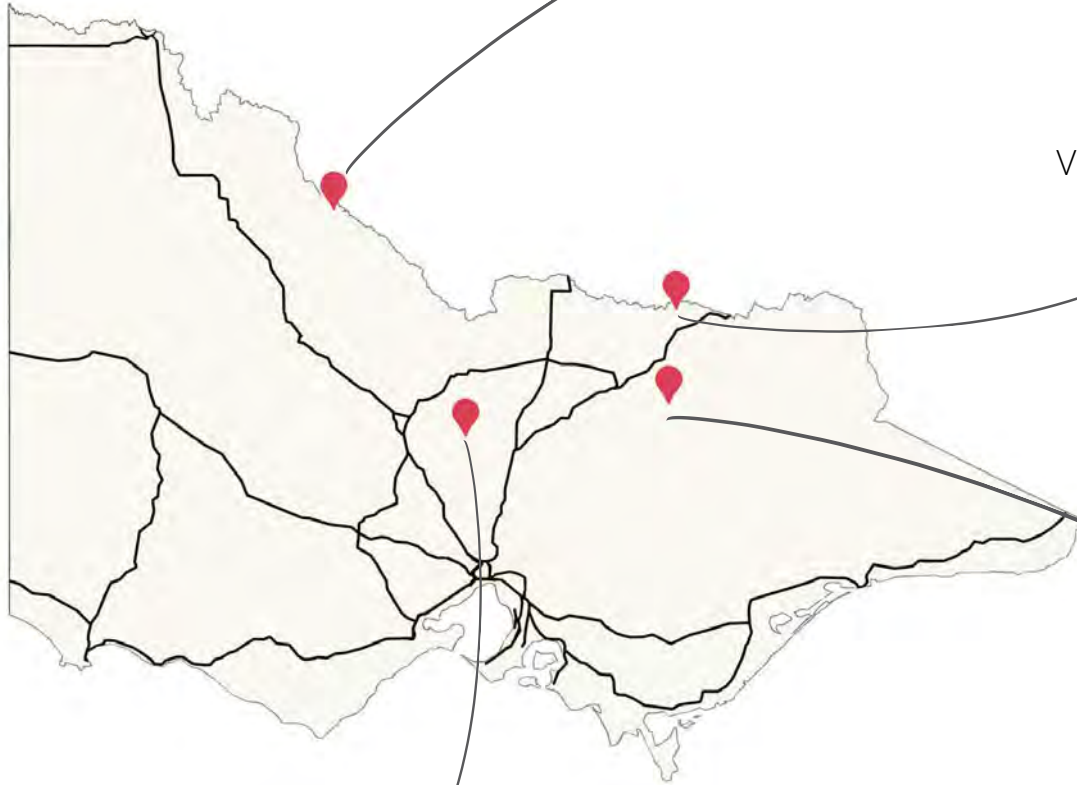
Across the portfolio our well established ranges – such as Balladeer and Calliope – continue to drive our growth agenda, as does arguably our most globally recognised strength, fortified wines, which have increased by 3% CAGR over the past 5-years.

However the key driver of our recent success is The Nook – a range of wines that showcase elegant modern winemaking that delivers an easy drinking experience, bursting with ripe, juicy flavours. Launched in early 2020 The Nook has delivered 126% year-on-year growth to the Buller Wines brand.

Similarly the RLB range – introduced into the portfolio two years ago – has grown at 119% over this period, again contributing to the ongoing growth and development of our 100-year old brand.

VINEYARD REGIONS

We source from premium vineyard regions throughout Victoria.



Swan Hill

Varieties: Grenache / Shiraz / Muscat / Moscato
Latitude & Longitude: 35°S 143°E
Altitude: 60-85M
Average Mean Rainfall: 349MM
Mean January Temperature: 23.3°

Rutherglen

Varieties: Durif / Shiraz / Cabernet Sauvignon / Malbec / Sangiovese / Muscat
Latitude & Longitude: 36°S 146°E
Altitude: 130-180M
Average Mean Rainfall: 580MM
Mean January Temperature: 22.7°

Heathcote

Varieties: Shiraz
Latitude & Longitude: 37°S 145°E
Altitude: 160-380M
Average Mean Rainfall: 575MM
Mean January Temperature: 22.4°

King Valley

Varieties: Pinot Grigio / Prosecco / Sauvignon Blanc / Chardonnay / Pinot Noir
Latitude & Longitude: 37°S 146°E
Altitude: 155-860M
Average Mean Rainfall: 602MM
Mean January Temperature: 21.7°



WINERIES



BULLER WINES

Our historic old Buller Wines Rutherglen winery dates back to 1923 when the first vintage of Estate Vineyard fruit was crushed, fermented and bottled. Fast forward some 98 years and the winery is still in operation today, with the barrel store housing vintage upon vintage of old and rare fortified wines.

Not content to rest on the past, we believe in combining age with innovation.

And whilst we have one of the oldest working wineries in the region, our adjacent new winery is technologically advanced and cutting edge, allowing Buller Wines to balance tradition, history and heritage with innovation and modern winemaking techniques and processes.

Our boutique Rutherglen winery has a crush capacity of 1,300 tonne which is supported by our sister winery in Swan Hill, some 300 kilometres to the west on the banks of the life-giving Murray River.

Established in 1936 as a distillation business for making world-renowned fortified wines, Buller Wines Swan Hill is as technologically advanced and equipped as our Rutherglen operations.

Crushing more than 1,000 tonne in our most recent vintage, our Swan Hill winery allows Buller Wines unrivalled capacity for growth and expansion in the coming years.



WINEMAKING



BULLER WINES

Our winemaking philosophy – led by Chief Winemaker Dave Whyte – is one of minimal intervention, allowing the grapes to express their true qualities in the resulting wines.

In its purest form, our minimal intervention approach means winemaking that doesn't unnecessarily add or remove anything at the cellar — it's about turning grapes into wine with as little interference in the winemaking process as possible.

At Buller Wines we strive to make wines that have a real sense of place and reflect the regions and vineyards in which they're grown. For example King Valley whites are clean, crisp and refreshing, reflecting the cool climate growing conditions.

Rutherglen reds and fortifieds on the other hand are big and bold having great depth of flavour reflecting the long warm growing season and the deep rich soils.

In the winery we don't use the rollers on the crusher, which allows for more whole berries in the red wine ferments, creating our Buller Wines signature style of fruit forward, approachable red wines.

Famed for our fortified wines as much as our table wines, grapes are not just picked on sugar ripeness but by flavour ripeness and then fortified on skins for an extended maceration period to build great structure into our fortified wines.



Growing up in the Rutherglen region surrounded by vineyards and wineries, Chief Winemaker Dave Whyte had an interest in viticulture and winemaking from a young age. His High School offered a viticulture and winemaking course and from that moment he was destined for a long career hand-crafting wines of distinction.

After completing a Bachelor of Applied Science in Oenology at Charles Sturt University in 2001, Dave joined Rutherglen winery Cofield Wines in 2002 until 2010.

Further stints at De Bortoli and Andrew Peace followed before Dave joined the Buller Wines team in 2012. Assuming the role of Senior Winemaker in 2013, and then Chief Winemaker in 2018 Dave also became a part-owner of Buller Wines that same year.

Not content with his role as Chief Winemaker Dave took on the position of Head Distiller for the business's Three Chain Road Gin portfolio in 2020.

CELLAR DOOR

Buller Wines Cellar Door is in the heart of Rutherglen wine country. Visitors to our Rutherglen Cellar door will have the chance to explore the history of Buller Wines through guided tours of our old and new wineries.



BULLER WINES

SUSTAINABILITY



BULLER WINES

In respect for the communities and places where we operate, Buller Wines is committed to cultivating meaningful relationships and a positive impact on people and planet for a better future.

The quality of our wines is directly linked to the health and wellness of the people and environment in which we operate. Buller Wines is committed to creating positive change with sustainable action across people and planet.

Renewable Energy

We are proud to be on the journey to becoming fully powered by renewable energy. Today, Buller Wines generates 75% of our energy needs through an extensive solar installation onsite. We see energy as an effective method of reducing our carbon footprint and also connecting with the communities that surround our operations in Rutherglen and Swan Hill, and neighbouring regions.

Supply Chain

We are committed to continue building a transparent and traceable supply chain that upholds high standards of business conduct and respect for human rights and the environment. We actively seek and engage suppliers that are aligned with our sustainability goals and ambitions.



SUSTAINABILITY

Water

Water is a critical part of our production, so we are continuing to implement initiatives to best conserve water used in our vineyards, and wineries.

100% of winery wastewater is recycled to irrigate our vineyards, and effluent is returned to the environment via a rein drain and woodlot system, ensuring our waste is always up-cycled. We are committed to innovation in the vineyard to use water more efficiently and currently use less than a megalitre of water per hectare, which is industry leading.

Moving forward we are continuing to consider how to offset our minimal water usage to 'put back what we use' through a raft of Water Stewardship projects.

Health and Safety

Safety of our team and those across our supply chain is of the utmost importance. We are continuously working to enhance our standards and processes to create a safe environment for our people.

Responsible Consumption

As a producer of alcohol we take responsible consumption of alcohol very seriously by promoting moderation in drinking within marketing and brand communications, and at our Cellar Door and during events.

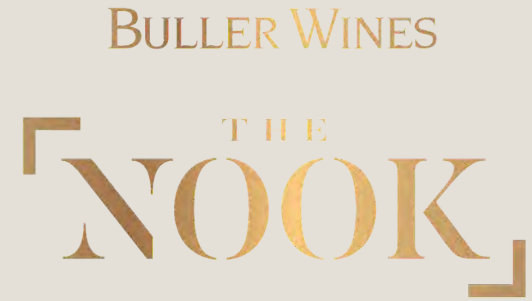


BULLER WINES

OUR RANGES



BULLER WINES



Calliope



Victoria

Fine Old

Calliope
GRAND

Calliope
Rare



Buller Wines was established by Reginald Langdon Buller in 1921. Sourced from premium vineyard sites throughout Victoria the RLB range pays homage to Reginald's pioneering spirit which lives on in our winemaking today. Fruit forward, vibrant and generous, this all-vegan range over-delivers on quality and value.



RLB SPARKLING ROSÉ

Characteristics of strawberries, peach and rose petals. Flavours of strawberries and cream, ripe raspberries and white peach with a hint of musk and spice. The palate is clean and fresh finishing with crisp acidity.



RLB MOSCATO

A fresh grapey aroma flowing through to a palate lashed with pineapple and tropical fruit overtones. Citrus acidity balances sweetness and there is a spritzy tingle on the finish.



RLB PINOT GRIGIO

Light straw in colour with pipe pear, pineapple and quince on the nose. The palate has upfront fruit sweetness and is balanced with good acidity.



RLB CHARDONNAY

Pale straw with green edges in colour with ripe white peach, melons and pear aromas. The palate has mouth filling flavours of stone and citrus fruits.



RLB SAUVIGNON BLANC

Pale straw in colour with notes of tropical fruits, boasting a fresh and zesty palate - perfect for a summer picnic.



RLB SHIRAZ

The nose shows aromas of dark berries with a hint of vanilla. The palate has full bodied flavours of ripe plum which are followed by soft tannins.



RLB CABERNET SAUVIGNON

Dark red in colour with black currant and cherry with toffee toast on the nose. The palate is ripe and full-bodied flavours of dark fruit and raspberry.

BULLER WINES

THE NOOK

The Nook range showcases elegant modern winemaking that delivers an easy drinking experience, bursting with ripe, juicy flavours. Sourced from premium vineyard sites across Victoria, including the King Valley, Yarra Valley, Heathcote and Rutherglen, we search every 'nook' and cranny for hidden secrets, amazing stories and interesting people to create elegant wines perfect for sharing with family and friends.



THE NOOK PROSECCO

Delicate floral notes of orange blossom and jasmine. The palate is lively with citrus flowing through to a crisp refreshing finish.



THE NOOK PINOT GRIGIO

Ripe pear, honeysuckle and blossoms dominate the nose. Balanced acidity and great length are complemented with hints of freshly cut pear.



THE NOOK CHARDONNAY

Pale straw in appearance with green tinges. Aromas of lemon, lime and ripe stone fruits. The palate is lively and fresh with subtle citrus and pear notes.



THE NOOK ROSÉ

Light salmon pink in colour. Aromas of candied fruits, musk sticks, rose petals and spice. Upfront strawberries and ripe cherries lead into a smooth savoury finish.



THE NOOK PINOT NOIR

Fresh strawberries, red fruits and dark cherries dominate the nose. The palate is fresh and lively displaying hints of red fruit and spices, finishing with soft silky tannins.



THE NOOK SHIRAZ

Dark red with a purple hue. Aromas of spiced plums, dark cherries, clove and cracked black pepper. On the palate dark fruits and chocolate are finished with mouth coating tannins.



THE NOOK DURIF

Rich aromas of ripe black fruits, aniseed and violets. The palate is layered with bright plums, chocolate and vanillin oak, finishing with fine dusty tannins.

BULLER WINES

Balladeer

A.B 'Banjo' Paterson is one of the great Australian poets and balladeers. His 'Ballad of the Calliope' recounting the exploits of the famous British naval ship is one of the many ballads he produced in his extraordinary career.

The Balladeer range showcases the varieties that thrive in the Rutherglen region and was named to strengthen the thread with the 'Calliope' vineyard and brand. Our Winemaker, Dave Whyte, sources premium, dry grown and low-yielding grapes to hand-craft wines that express the individuality of the different varieties.

The Balladeer range is only made in small batch quantities. After crushing it is left on skins for an extended maturation period and a minimum of 12 months in new French oak barrels.



BALLADEER SHIRAZ

Spicy, stewed rhubarb nose heading towards savoury with lovely violet hints. This is a fruit driven style with more of the violet floral characters. It has great balance of acid and tannins.



BALLADEER CABERNET SAUVIGNON

Hints of dark plums, currents and chocolate dominate the nose, while ripe red berry fruits and firm tannins provide great length to the finish.



BALLADEER DURIFF

A powerful concentration of black fruit, toasty oak and aromatic violet nuances. Delicious rich dark fruit flavours laced with lovely tannins of this wine are nicely underscored by the acidity

Calliope

Our century old Calliope Vineyard was named after the only surviving ship from the Great Hurricane of Samoa. Reginald was a merchant seaman by trade, he felt a bond with the story of The Calliope and its hardships, and he found it fitting to name his new venture in Rutherglen in honour of the tale.

The Calliope Vineyard produces small quantities of intensely flavoured, low yielding dry-grown grapes which are crafted into premium, full bodied red wines using traditional old-world methods. Every French oak barrel of Calliope is meticulously overseen by our winemaking team to ensure only wine of the highest calibre makes it to bottle. Calliope has evolved over more than 90 years to reach an unrivalled level of quality and reputation and is unsurprisingly Buller Wines flagship range.



CALLIOPE SPARKLING SHIRAZ 2001

Our Sparkling Shiraz is aged in barrel for 4 years, is then bottled and undergoes secondary fermentation. It is then aged in bottle for a further 3 years before being disgorged, liquored with a 1975 tawny port and corked for maximum fruit and flavour freshness. This wine shows rich and complex layers of dried fruit, chocolate and earthiness with an impressive depth of flavour.



CALLIOPE CHARDONNAY

The Calliope Chardonnay fruit is sourced from select premium cool climate vineyards in the King Valley. It is harvested at night then gently pressed which produces a wine of quality and subtlety. The Chardonnay is then partially barrel fermented in new French barriques. Extended maturation on lees and stirring adds further complexity. This wine presents as mineral and crisp with ripe pear and peach fruit characters



CALLIOPE SHIRAZ

Our Calliope Shiraz is traditionally fermented with extended maceration on skins to achieve a balance of flavour and structure. It is aged for 24 months in American hogsheads, lightly fined and filtered prior to bottling. Primary fruit characteristics are balanced by rounded tannins. Hints of plums, currants, cocoa and vanilla combine to provide a beautiful lingering finish



CALLIOPE DURIF

Single Vineyard Rutherglen Durif traditionally fermented with extended maceration on skins to achieve equilibrium of flavour and structure. The wine is unfined with a light filtration before bottling. Aromas of ink, violets and plums with nuances of toasty mocha are dominant on the nose. Flavours of forest fruits integrate with the tannins to provide structure and a lengthy finish



THE 1928 BLOCK SHIRAZ

This wine is produced from a select few rows in our Calliope Vineyard. This block was one of the earliest plantings in this vineyard. It is dry grown and cane pruned resulting in a small yield of exceptionally high-quality fruit which is showcased in this wine. Deep purple in colour, the nose shows lifted black cherries, blood plums and savoury notes. The palate displays concentrated dark fruits, chocolate and spices, with a hint of vanilla bean.



BULLER WINES

FORTIFIED
RANGE

Buller Wines makes some of the finest fortified wines in the world. We have great pride in presenting a range of fortified wines for every wine enthusiast. Rutherglen produces some of the world's best Muscats, Topaque and Tawny Ports.

At Buller Wines we use carefully selected vineyards across Rutherglen and Victoria for the supply of grapes for our fortified wines. We use old, large oak barrels for the aging of our fortified wines. Rutherglen favours all varieties used for fortified wines as its warm continental climate ensures optimal sugar ripening throughout the growing season.

Rutherglen has developed an age category system for Muscat.

Rutherglen Muscat – is the foundation of the style; displaying the fresh raisin aromas, rich fruit, clean spirit and great length of flavour on the palate which are the mark of all the Muscats of Rutherglen. Average age 3-5 years.

Classic Rutherglen Muscat – displays a greater level of richness and complexity, produced through the blending of selected parcels of wine, often matured in various sizes of oak cask to impart the distinctive dry 'rancio' characters produced from maturation in seasoned wood. Average age 6-10 years.

Grand Rutherglen Muscat – takes the flavour of Rutherglen Muscat to a still higher plane of development, displaying a new level of intensity, depth and concentration of flavour, mature rancio characters, and a complexity which imparts layers of texture and flavour. Average age 11-19 years.

Rare Rutherglen Muscat – is rare by name and by nature. These are the pinnacle Rutherglen Muscats – fully developed and displaying the extraordinary qualities that result from the blending of selected parcels of only the very richest, and most complete wines in the cellar. Rare Rutherglen Muscats are only bottled in tiny quantities each year, but for those privileged to taste them, these are wines of breathtaking complexity, texture and depth of flavour. Minimum age 20+ years.

Victoria

The Victoria range represents excellent value and is one of our most popular fortified tiers. At two to three years of age they display great fruit characters and clean finishes.



VICTORIA TAWNY

COLOUR
RED BRONZE

NOSE
SWEET FRUIT

PALATE
FRESH MOGHA &
VANILLA FLAVOURS

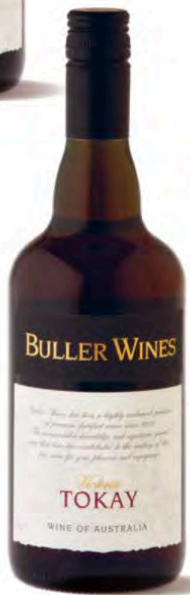


VICTORIA MALMSEY

COLOUR
DEEP GOLD

NOSE
HONEY

PALATE
MEDIUM BODIED WITH
TOFFEE FLAVOUR,
LINGERING & CLEAN
FINISH.



VICTORIA TOPAQUE

COLOUR
AMBER

NOSE
SWEET TOFFEE,
COLD TEA &
BUTTERSCOTCH

PALATE
SWEET TOFFEE
WITH A SMOOTH
DRY FINISH



VICTORIA MUSCAT

COLOUR
REDISH AMBER

NOSE
SWEET RAISINS

PALATE
LUSCIOUS
SWEET RAISED
FRUIT
FLAVOURS

Fine Old

The Fine Old range are five- to ten-year-old wines and truly define the classic Rutherglen style. The number of gold medals and trophies they have received is testament to their quality.



FINE OLD TOPAQUE

COLOUR
AMBER
GOLD

NOSE
TOFFEE

PALATE
TOFFEE &
ORANGE



FINE OLD TAWNY

COLOUR
DEEP
TAWNY

NOSE
MALT &
RAISINS

PALATE
COFFEE,
MALT &
RAISIN



FINE OLD MUSCAT

COLOUR
REDISH
AMBER

NOSE
RAISINS &
CHOCOLATE

PALATE
FLAVOURS
OF RAISINS &
CHOCOLATE



Calliope GRAND

The Calliope Grand range is a minimum of 15 years old and is aged perfectly for optimal enjoyment. Only tasting can truly describe the depth of character and flavour captured in these outstanding wines. Careful blending has resulted in a grand Muscat displaying intense dried fruits and a lingering finish.



GRAND TOPAQUE

COLOUR
DARK
AMBER WITH
GOLDEN
EDGES

NOSE
RICH RAISINS

PALATE
TOFFEE &
CHRISTMAS
IN A BOTTLE

GRAND MUSCAT

COLOUR
GOLDEN
DARK AMBER

NOSE
AROMAS OF
RICH HONEY
TOFFEE

PALATE
HONEY,
TOFFEE &
COLD TEA
CHARACTERS

Calliope Rare

Very old rare material is used in blending these wines. Careful selection of all component wines ensures a wine true to style and classification. The base of these wines can be traced to the 1940's, and is balanced with younger material to balance the aged complexity with freshness.



RARE FRONTIGNAC *A SINGLE VINTAGE FROM 1968*

COLOUR
AMBER

NOSE
TOFFEE,
CHRISTMAS
CAKE &
RANCIO

PALATE
CONCENTRATED
& RICH, WITH
LAYERS OF
COMPLEXITY

RARE TOPAQUE

COLOUR
DEEP AMBER

NOSE
LASHINGS
OF TOFFEE,
FIGS &
CREAM

PALATE
HONEY, FIGS
& TOFFEE

RARE MUSCAT

COLOUR
DEEP AMBER

NOSE
AROMATIC
RAISIN FRUIT

PALATE
DEEPLY
CONCENTRATED
WITH A LONG
DISTINGUISHED
FINISH



Three Chain Road range of Gins are hand-crafted spirits of distinction. Our distiller, Dave has created some of Australia's finest fortified wines. Making great fortified wine is all about the art of blending. Gin too relies on blending - artfully working with the spirit, then infusing with botanicals to produce aromatic smoothness, skilfully balancing flavour with layering and complexity.



PREMIUM DRY GIN

OUR TAKE ON A CLASSIC LONDON DRY STYLE GIN.

THIS GIN SHOWS FLAVOURS OF LICORICE WITH HINTS OF NATIVE AUSTRALIAN BOTANICALS LIKE LEMON MYRTLE AND WATTLE SEED.



ELDERFLOWER GIN

OUR BASE GIN HAS BEEN BLENDED WITH RARE 50-YEAR-OLD MUSCAT.

THIS GIN HAS A SOFT SWEETNESS FOLLOWED BY FLAVOURS OF ROSE PETALS, LYCHEE AND A HINT OF SPICE.



RARE MUSCAT GIN

OUR BASE GIN HAS BEEN BLENDED WITH RARE 50-YEAR-OLD MUSCAT.

THIS GIN HAS BEEN INFUSED WITH BOTANICALS COMPLIMENTARY TO MUSCAT, LIKE CINNAMON, NUTMEG AND RAISINS WHICH ENHANCE IT'S RICH TEXTURE.



SHIRAZ GIN

PREMIUM PARCELS OF HEATHCOTE SHIRAZ GRAPES ARE LIGHTLY PRESSED AND STEEPED IN THE BASE GIN.

THIS GIN SHOWS HINTS OF WHITE PEPPER RASPBERRY, PLUM AND SPICE. THE STEEPING OF SHIRAZ IMPARTS A RICH RUBY RED COLOUR.

THREE CHAIN ROAD



BULLER WINES

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