



ALKOOMI

Collection

FRANKLAND RIVER



Capturing a moment in time.

Our family has been farming grapes in Frankland River for 50 years.

Over these years, we have built so much more than just prime vineyards and a premium wine brand. We have built a family legacy, a community, and a culture that brings the best things in life together.

Each vintage we have crafted wines that capture a moment in time, create conversation, and make special memories.

We love our home and we are proud to be recognised as an icon of the Great Southern Wine Region.

Alkoomi has evolved a lot over the years and today we are excited to introduce you to our refined and reinvigorated 'Alkoomi Collection' (Formerly 'Alkoomi Black Label').

This label contains the same beautiful wines you know and love, in a new look ready to grace your tables for another 50 years.

We hope you enjoy...

Our Story



The original 1220 hectare property was purchased by Sandy's grandparents, Vic and Netta Lange, in 1946 and initially operated as a mixed grain and livestock farm. It was grandma Netta who chose the name "Alkoomi" for their rugged property, on land over two million years old – a local Aboriginal word meaning "a place we chose". Their son, Merv Lange took over the property on Vic's retirement, but it wasn't until 1971 that Merv and his wife, Judy, made the bold decision to plant just one hectare of Cabernet Sauvignon, Riesling, and a little Shiraz and Malbec. Following their initial vintage of just 4 tonnes in 1976, the wine worked its magic on the Langes and, instead of just selling their grapes, they decided to make the wine themselves, building a winery in time for the 1979 vintage. Soon Merv and Judy began to taste success with many awards at wine shows around Australia, becoming ambassadors for the emerging Frankland River wine region.

In 2005 both Merv and Judy were awarded the WA Wine Press Club's coveted Jack Mann Memorial Medal for their outstanding contribution to the wine industry and for pioneering the Frankland River wine region. The year 2010 saw a change of hands at Alkoomi and with that some changes in direction. The business is now in the capable hands of Sandy and Rod Hallett, (Merv and Judy's daughter and son-in-law), both of whom have been instrumental in the successful running of the vineyard and winery for many years. Their enthusiasm and passion for Alkoomi, their inherent knowledge of the business, together with far-reaching plans and ideas for the expansion of the company, augurs well for the future. Their three daughters, Laura, Emily, and Molly have similar respect and love for Alkoomi and together the family will ensure that the business continues to grow on the strong foundations laid by Merv and Judy some forty years ago.

Timeline

1946

The original property named Western Plains was purchased by Vic and Netta Lange where they chose the new name Alkoomi, meaning "A place we chose" in the local aboriginal dialect.

1971

Vic and Netta's son, Merv, and his wife, Judy, began to take over the family farm planting one hectare of grapes at Alkoomi, consisting of Cabernet Sauvignon, Riesling, Shiraz and Malbec.

1976

The first Alkoomi vintage was produced, sparking Merv & Judy's desire to build their own winery and make the wine themselves.

1978

The first vintage made at Alkoomi. The winery was finally completed in 1979. The wines started to gain esteem and recognition in coming years through wine shows and competitions.

2010

Alkoomi Wines was passed down to Merv and Judy's daughter and son-in-law, Sandy and Rod Hallett. Who continue its tradition of being family-owned and operated with their three daughters Laura, Emily and Molly growing on the strong foundations built by Merv and Judy some forty years ago.

Today

Joined by their eldest daughter Laura and husband Tim. Sandy and Rod continue their passion for Alkoomi Wines and strive to share the Frankland River wine region with the wine world and beyond.



Our Evolution

Our emblem the 'Xanthorrhoea' Grass Tree was chosen by Merv and Judy in 1975 because it was symbolic of the local bushland and in particular very prevalent throughout our property.

It has evolved a lot over the years but remains a timeless icon to Alkoomi and has graced the label of many bottles that have been the center of dinner tables over the generations.



ALKOOMI

Collection



The true essence of Alkoomi.

A collection of authentic wines that are made to bring people together, to build a sense of community, and to create conversation and lasting memories.

Each vintage is respectfully farmed and crafted to be a pure expression of the cool but complex climate of Frankland River.

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Collection



Riesling

Lifted zesty aromas, racy and steely, yet delicate. Taught and linear with a precise mineral acidity.



Chardonnay

Lifted spiced aromas, concentrated melon and stone fruit flavours. Creamy texture with bright acidity.



Shiraz

Floral and fruity aromas, rich cherry and chocolate flavours. Medium-bodied with pepper and freshness.



Cabernet Sauvignon

Spiced and fruity aromas, red fruit flavours, complex and earthy palate with fine-grained tannins.





Brand Essence

Vision

To share Frankland River with the wine world and beyond.

Mission

To continue the Alkoomi tradition and legacy of making exceptional wines that reflect the pristine Frankland River region. Wines that bring friends and family together, build a sense of community and create conversation and culture.

Purpose

We believe wine is about celebration and sharing. It brings people together, creates memories, and makes us feel as though we are a part of something greater.

Brand Values

Family + Community

Family and community are at the heart of everything we do. Our caring and supportive network has made Alkoomi what it is today and is integral to our future success.

Tradition + Legacy

Alkoomi is the place we chose. It is our family's heritage, history, and home. We are the proud custodians and promise to carry on our family legacy and the tradition of courage, commitment, and respect.

Experience + Enjoyment

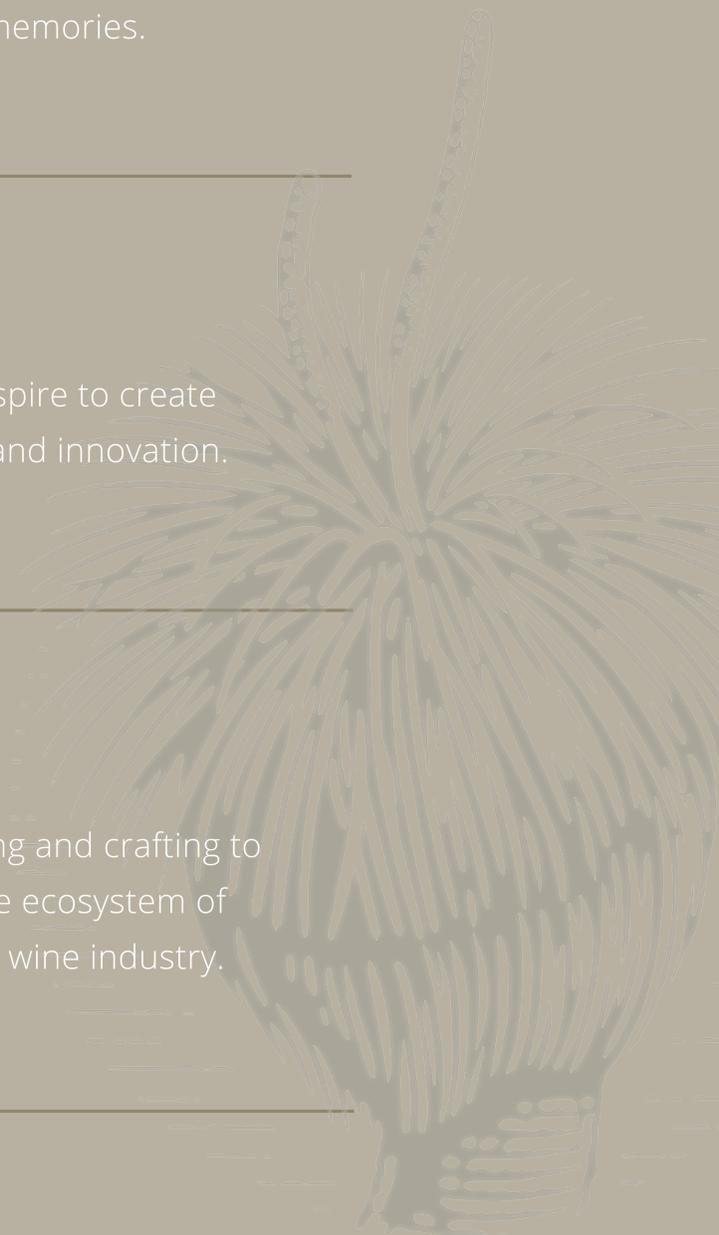
The experience of wine unites people. It gives us the opportunity to connect, share stories, create lasting relationships and unforgettable memories.

Integrity + Authenticity

We are a small team of genuine and passionate people who aspire to create excellence in everything we do through commitment, honesty, and innovation.

Environment + Sustainability

We strive to use respectful and sustainable practices, from farming and crafting to enjoying our wines. We aim to preserve and protect the pristine ecosystem of Frankland River and minimise the environmental impacts of the wine industry.



Thank you



From our family dinner table to yours,
we encourage you to enjoy these wines
with wholesome food, lots of laughter,
and the ones you love.

~ Sandy & Rod Hallett