

# SORBY ADAMS

BAROSSA



Simon Sorby Adams

+61(0)428643721 / PO BOX 675, ANGASTON, SOUTH AUSTRALIA 5353 | [www.sorbyadamswines.com](http://www.sorbyadamswines.com)

# The Sorby Adams Journey – Who we are.

**Barossa Based | 40+ years Experience | Future Capacity**

In 1980 Simon, fresh out of Year 12 at school in Adelaide South Australia, accepted a vintage role with family-owned Yalumba Winery in the Barossa. From a casual position he progressed a career with Yalumba and into the role of Red Winemaker at age 26 and then Chief Winemaker at 33.

During his 20 years at Yalumba, he was instrumental in establishing the fine reputation for their premium red wine brands. Simon also oversaw the commencement of “Voss Vineyards” in Napa Valley, California in the early 90’s and was Yalumba Chief Winemaker until 1999.



As General Manager for Cellarmasters 1999 to 2005, commercial intuition and executive expertise developed to prepare for the launch of his own company Sorby Adams Barossa in 2005.

**2021 was Simon’s 41<sup>st</sup> vintage.**





## The Sorby Adams Journey – Family.

Simon, with wife Jill, is the driving force of the business.

Simon's three children, Angus, Sigby and Sally are the next generation of Sorby Adams.

Son Digby, has now joined the fray with operations and logistics.



## **Sorby Adams - What we do**

Sorby Adams Barossa is a family-owned South Australian wine business of Simon Sorby Adams, winemaker of over 40 vintages.

Based in the Barossa, we source from our growers in the region and wider SA. Predominantly red wine sales focus, we specialise in Shiraz and Cabernet Sauvignon with Riesling, Pinot Gris and Pinot Rose.

Leveraging our family heritage, and contemporary references, Sorby Adams is a range of key popular varietal wines and blended styles in the premium to ultra premium segments along with entry level wine brands for channel management potential.

A lean team that executes action aligned with distribution channels and their needs for efficiency and effectiveness. We are experienced exporters and offer exclusive options for distributor partners with volume targets.

In Australia, we build our local wine club through loyalty programs and stories





## Sorby Adams – Why is it different?

- At Sorby Adams we are flexible for market needs and adapt to meet the distribution channel.
- We are not locked into fruit supply limitations nor stylistic rigidity. This flexibility allows us to be nimble and adapt to market needs.
- The wines are predominantly red varieties and mainly Barossa GI. Leading with Barossa provide confidence and recognition, credibility and reputation which open pathways for new growth.
- A quirky element of the brand is reference to “Adams Family” The Thing, Morticia, Tristan & Isolde. This is balanced with Barossa heritage and Sorby Adams family background references to Reverend Canon, Jutland and Margret.
- For channel management, exclusive sub brands are possible and new developments considered.
- With a wealth of experience in winemaking, production, sales and service, our professionalism and commitment is relied upon and valued by our trade customers.

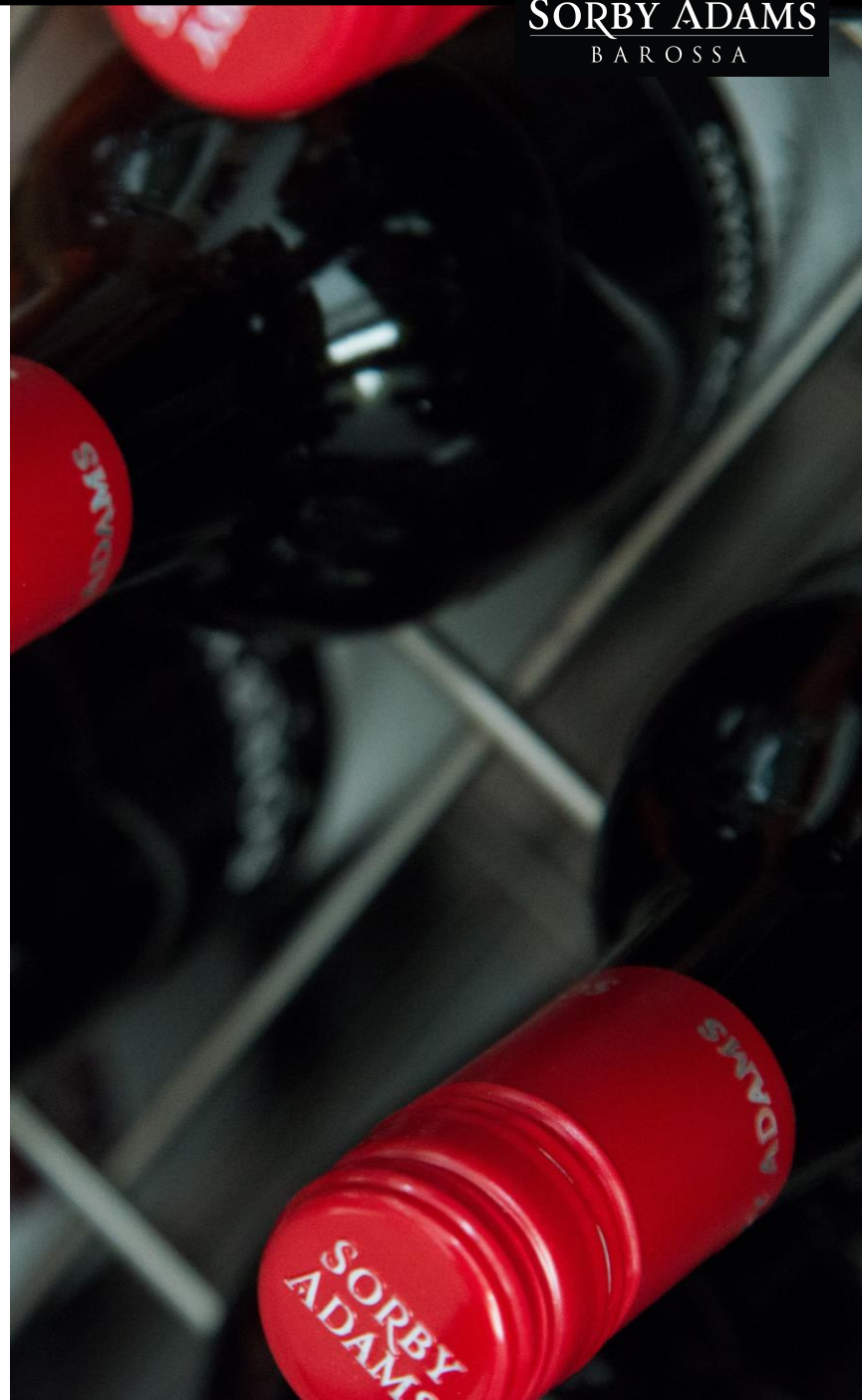
We deliver reliable, consistent and profitable wine supply to our trade partners.



## Sorby Adams – Our Brands

- The Thing – our flagship ultra premium RRP \$150
- Sorby Adams Barossa Family Range
  - The Reverend Canon RRP \$75
  - Isolde Cabernet RRP \$55
  - Tristan Shiraz RRP \$55
  - Jutland GSM RRP \$55
  - Jellicoe Riesling RRP \$35
  - Jazz Pinot Rosé RRP \$35
  - Margret Pinot Gris RRP \$35
  - Morticia Sparkling Shiraz RRP \$55
- Neptune Series
  - Exclusive to Naked Wines globally
- Gudilly
  - Adelaide GI emerging varietals RRP \$25
- Exclusive labels
  - Coast 2 Coast, Farmers Market
  - New NPD

*RRP = Recommended Retail Price in AUD in Australia per bottle*



# Sorby Adams Barossa – The Thing

- The Thing – our flagship ultra premium
- RRP \$150

The Thing is our top-of-the-line Shiraz here at Sorby Adams. Sourced from fruit grown in low yielding hand pruned Barossa Shiraz vineyards dating back to the 1930's these vines are some of the oldest in the region.

Only our best barrels make their way into this classic, cool -climate Shiraz and the new 2017 release shows again, why the old-vine fruit of the Barossa and Eden Valley's is so highly sought after.



Frankfurt International Awards	The Thing	2017	Shiraz	GOLD	GOLD
Wine Orbit - Sam Kim	The Thing	2016	Shiraz	97 points	5 stars
Wine Showcase Magazine Awards	The Thing	2016	Shiraz	95 points	GOLD
Wine Showcase Magazine Awards	The Thing	2015	Shiraz	96 points	GOLD
Belt & Road Wines & Spirits Awards 2019	The Thing	2015	Shiraz	GOLD	GOLD
Wine Orbit - Sam Kim	The Thing	2015	Shiraz	96 points	5 stars
Wine Showcase Magazine Awards	The Thing	2012	Shiraz	96 points	GOLD





# Sorby Adams Barossa – Family Range

**SORBY ADAMS**  
BAROSSA





## Sorby Adams Barossa– Neptune Range



Seeking out the finest grapes from the best growers in the Barossa, Simon Sorby Adams creates exceptional wines on a constant journey of discovery.

The ancient spherical astrolabe is in honour of Simon's ancestor John Couch Adams, who in the 1800s was credited with discovering Neptune.

A symbol of exploration and discovery in itself.

## Gudilly – Adelaide GI



Gudilly is the next generation of Sorby Adams. Simon Sorby Adams has three children, Angus, Digby and Sally which the portmanteau Gudilly is derived.

Sourced from the Adelaide region in South Australia, these three wines are all focused on Pinot – Noir, Gris and Blanc.

Contemporary and fresh, designed by the kids for their generation.



## The importance of Oak:

### WEATHERED OAK

Our approach to the judicious use of oak as part of our winemaking process goes back to a time when I was Senior Winemaker for a large local family-owned winery.

The average time for oak to be aired is usually 2-3 years, and back then I experimented with various spells, including 8 years.

At Sorby Adams Barossa, I use 5 years as my weathering phase. Air drying oak lightens the tannins imparted into the wine, leaching out the harshness before coopering. Turned every 6 months, the 28-inch oak is hand crafted by Andrew Stiller from neighbouring Bethany.

Only 3km from us, Andrew has a wealth of information on how the treatment of oak before coopering is as important as the coopers' craft, and winemakers use of that oak, for the architecture weathered oak brings to the finished wine.

With our newly completed winery barrel shed, we will now air dry our oak personally with Andrew's help. From vintage 2023, wines like The Thing and The Reverend Canon will shine even brighter.





## Vineyard heritage:

- 1996 - Sorby Adams bought the original Lehmann family vineyard in Angaston (originally planted in 1932 by the late Peter Lehmann's father Pastor Franz Julius Lehmann)
- 2006 - the Mt McKenzie "Jellicoe" vineyard was purchased.
- Today - Fruit is sourced from not only these two vineyards; but a range of growers typifying what is so wonderful about Barossa vignerons.

Our viticultural and winemaking philosophy is based on the belief that great wines are made in the vineyard, with an enormous emphasis on careful tending of vines with minimal intervention ensuring access to the highest quality fruit.

Wines are personally crafted to reflect the European style which allows the wine's character to shine through, optimising fruit and enhancing longevity.



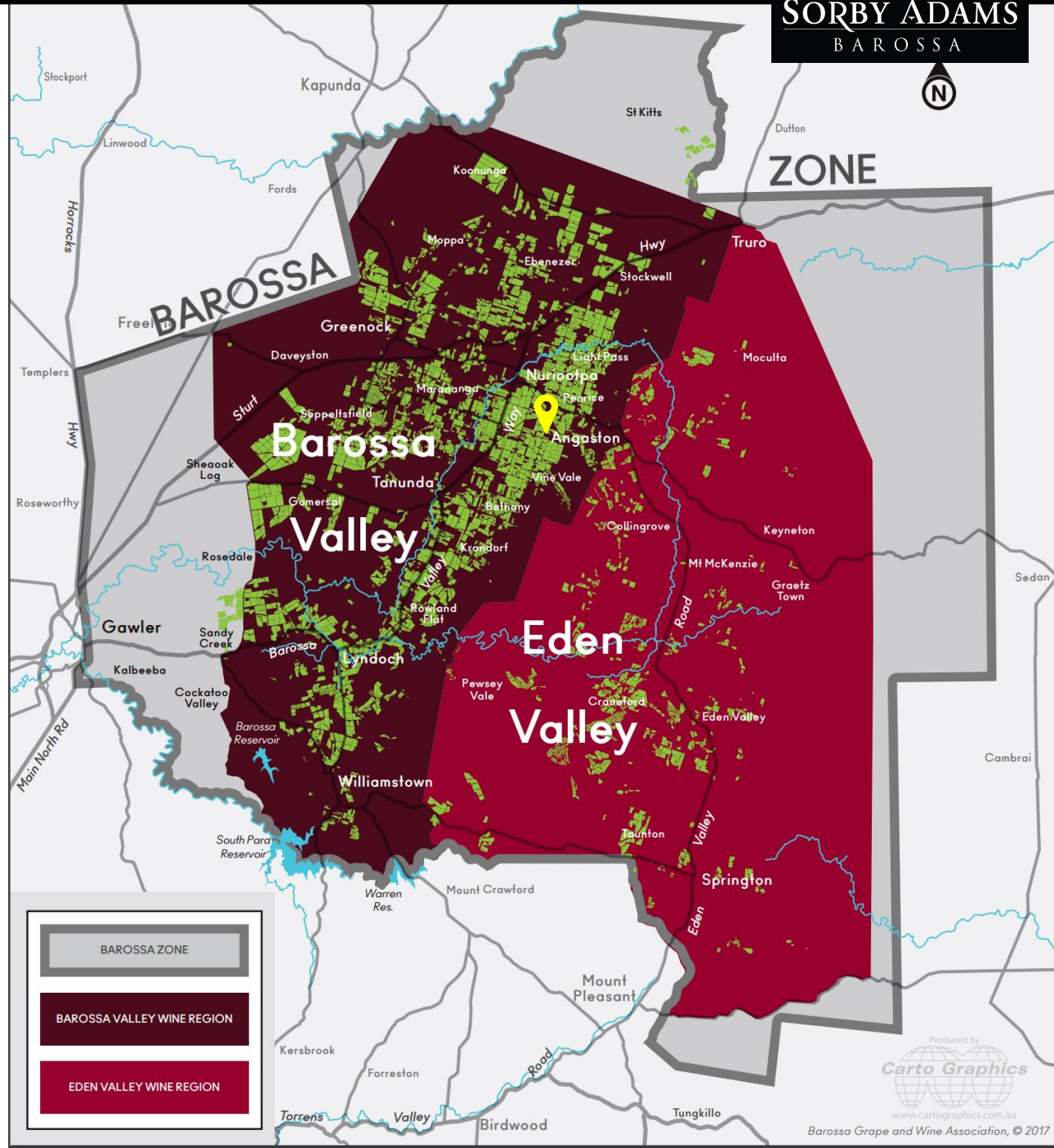
## Barossa Sub Regions:

The Barossa is made up of twin valleys :  
Eden Valley and Barossa Valley.

There are 7 sub regions

- Craneford
- Light Pass
- Moppa
- Greenock
- Williams town
- Ebenezer
- Angaston

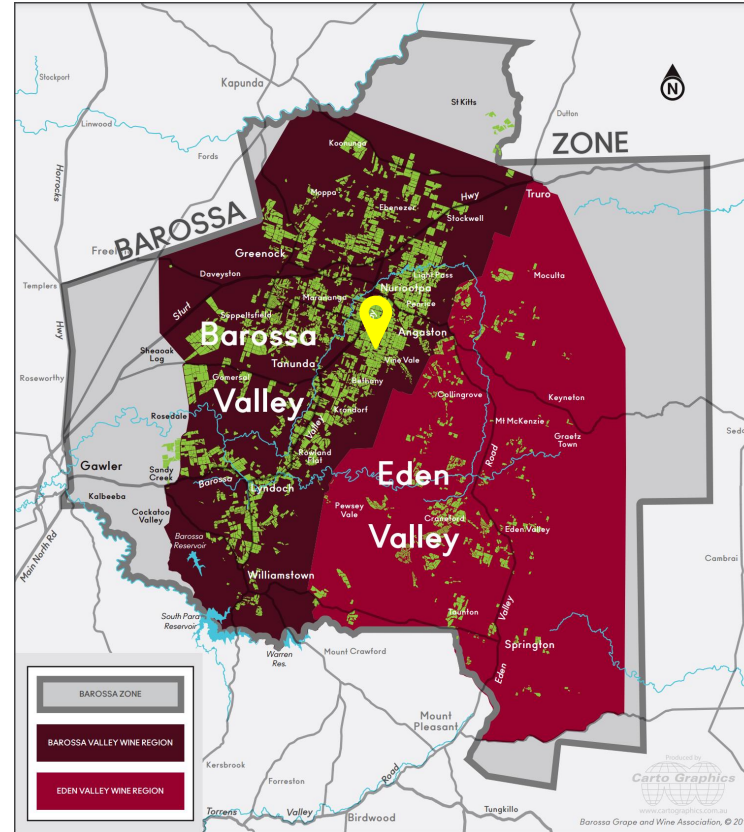
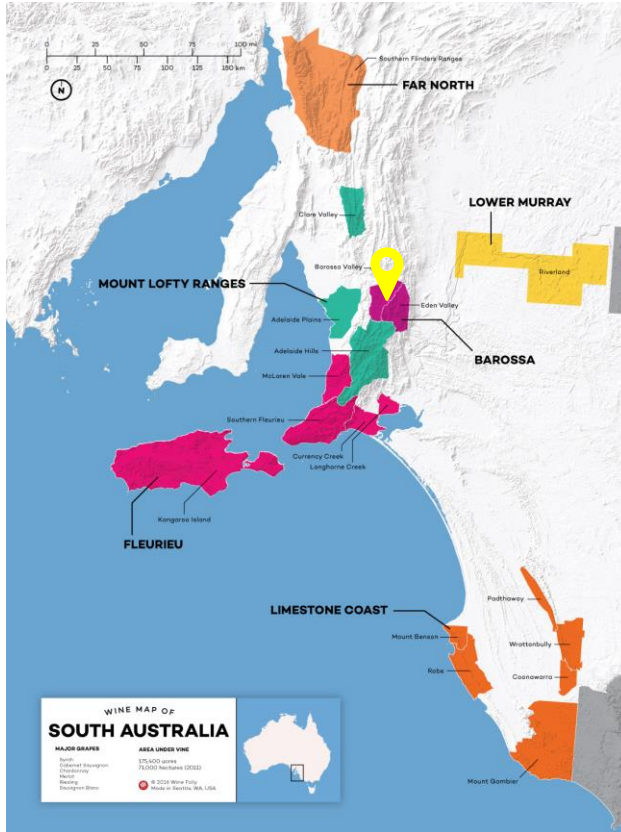
Sorby Adams Winery is  located in the regions centre





## Our Home:

Sorby Adams is located in the Centre of the Barossa region of South Australia 



## Barossa Sub Regions:

The Barossa is made up of twin valleys : Eden Valley and Barossa Valley.

There are 7 sub regions

- Craneford
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- Greenock
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- Ebenezer
- Angaston



# Barossa Sub Regions: Soils



Craneford	Light Pass	Moppa	Greenock	Williams town	Ebenezer	Angaston
<p><b><u>PODZOLIC SOILS</u></b> Red - Fertile, sandy, free draining Grey – clay, good water-holding capacity <b>Soil available water-holding capacity:</b> 70-100cm <b>Elevation:</b> 217-630m above sea level <b>Rainfall:</b> Moderate – 550-650mm The higher altitude results in wetter and cooler weather. Daytime temperatures can be 2-3°C cooler (night time temperatures 5-7°C cooler) than Barossa Valley. <b>Wine style:</b> Medium to full-bodied, vibrant, elegant <b>Colour:</b> Vibrant red <b>Aroma:</b> Mainly red and blue fruits (red and black cherry, raspberry, blueberry, plum), violets, sage, pepper <b>Shape &amp; texture:</b> Linear to oval, silky, savoury. Fine tannins (dusty, powdery) moderately puckering and moderately to strongly drying</p>	<p><b><u>SANDY LOAM OVER CLAY</u></b> <b>Soil available water-holding capacity:</b> 70-100cm <b>Elevation:</b> 180-220m above sea level <b>Rainfall:</b> Moderately low – 450-550mm <b>Wine style:</b> Medium to full-bodied, generous <b>Colour:</b> Deep purple-red <b>Aroma:</b> Blue fruits (plum, beetroot), mushroom, cloves, spice <b>Shape &amp; texture:</b> Savoury, round, expressive tannins; moderately puckering and drying</p>	<p><b><u>DEEP SANDS</u></b> <b>Soil available water-holding capacity:</b> 40-70cm <b>Elevation:</b> 280-350m above sea level <b>Rainfall:</b> Moderate – 550-650mm <b>Wine style:</b> Medium to soft bodied <b>Colour:</b> Deep red <b>Aroma:</b> Mainly red and blue fruits (confectionary, satsuma plum) fresh and bright, with some herbal notes. Gentle lifted spice. <b>Shape &amp; texture:</b> Round, very soft, elegant. Gentle tannins, mildly puckering</p>	<p><b><u>RED BROWN EARTH</u></b> Over ironstone and schist * Over calcareous subsoil * <b>Soil available water-holding capacity:</b> 40-100cm <b>Elevation:</b> 280-450m above sea level <b>Rainfall:</b> Moderately low – 450-550mm <b>Wine style:</b> Full-bodied, opulent, concentrated and rich <b>Colour:</b> Deep purple-red <b>Aroma:</b> Blue and black fruits (dark cherry, blackberry, plum, black olives), dark chocolate, cocoa powder, inky, iodine <b>Shape &amp; texture:</b> Round, velvety. Firm, strong, expressive tannins (chalky and grainy), strongly puckering and moderately drying</p>	<p><b><u>DEEP ALLUVIAL CLAY LOAM DUPLEX</u></b> <b>Soil available water-holding capacity:</b> More than 100cm <b>Elevation:</b> 180-280m above sea level <b>Rainfall:</b> Moderate – 500-650mm <b>Wine style:</b> Medium to full-bodied, generous, lush, elegant <b>Colour:</b> Deep red to purple-red <b>Aroma:</b> Mainly red and blue fruit, with some black fruit nuances (red cherry, raspberry, blueberry, plum), fragrant, violets, mint, chocolate <b>Shape &amp; texture:</b> Linear to oval, smooth, savoury. Fine, gentle tannins (satiny and powdery), moderately puckering and drying</p>	<p><b><u>RED BROWN EARTH</u></b> Over ironstone and schist * Over calcareous subsoil * <b>Soil available water-holding capacity:</b> 40-100cm <b>Elevation:</b> 280-450m above sea level <b>Rainfall:</b> Moderately low – 450-550mm <b>Wine style:</b> Full-bodied, opulent, concentrated and rich <b>Colour:</b> Deep purple-red <b>Aroma:</b> Blue and black fruits (dark cherry, blackberry, plum, black olives), dark chocolate, cocoa powder, inky, iodine <b>Shape &amp; texture:</b> Round, velvety. Firm, strong, expressive tannins (chalky and grainy), strongly puckering and moderately drying</p>	<p><b><u>RED BROWN EARTH</u></b> Over ironstone and schist * Over calcareous subsoil * <b>Soil available water-holding capacity:</b> 40-100cm <b>Elevation:</b> 280-450m above sea level <b>Rainfall:</b> Moderately low – 450-550mm <b>Wine style:</b> Full-bodied, opulent, concentrated and rich <b>Colour:</b> Deep purple-red <b>Aroma:</b> Blue and black fruits (dark cherry, blackberry, plum, black olives), dark chocolate, cocoa powder, inky, iodine <b>Shape &amp; texture:</b> Round, velvety. Firm, strong, expressive tannins (chalky and grainy), strongly puckering and moderately drying</p>



# Gallery



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