

•
HIGH ALTITUDE

PHILIP SHAW

COOL CLIMATE

KOOMOOLOO
ORANGE, AUSTRALIA
ALTITUDE 900M



TRUSTING OUR INSTINCTS

They say that luck is found where opportunity meets preparation.

Between the three of us we've had a lot of good luck, but more importantly we have been persistent, hard working and sometimes a little bit stubborn. Faith in our instincts combined with calculated risk have led to some beautiful moments of inspiration.

It's the way we've always approached wine – it's probably a family trait, the one thing we have in common.

We're not new to this game, Philip has over four decades of wine making experience, Dan and Damian were born into it.

Between the three of us we have years of experience making wines in cool climates.

Tired of making wines that were made to appeal to an academic palate, we want to challenge the established formula of Australian wine and creating something new, exciting, different and above all – something great.

Koomooloo is our answer.

It's one of the highest and coolest vineyards in the country. From here we're making the wines we believe can showcase real fruit intensity, varietal character and display a marriage between our vineyard and our winery.





KOOMOOLOO VINEYARD

ORANGE, AUSTRALIA

33°/149.1°

LOCATION

HIGH

ALTITUDE

900m

ELEVATION ABOVE SEA LEVEL

COOL

CLIMATE

19.5°C

AVERAGE GROWING TEMPERATURE

ELEGANT

UNIQUE

TRUE COOL CLIMATE

A cool climate region can be defined as an area with heat degree days of 1600 or less. Cool nights in the growing season, large diurnal variation, long cool autumns and distinct seasons are also key factors in defining a cool climate region.

Orange is one of a handful of regions in Australia that fall into this category. Orange is unique among these regions due to the cool climate being the result of continental conditions rather than latitude.



OUR VINEYARD

We have some very unique prevailing conditions on our vineyard site at Koomooloo. Our secret to making the most of this is in our respect for this patch of earth, it's changing climate and the way we respond to the elements. We pair our understanding of Koomooloo with decades of experience, hard work, conviction and we keep an open mind to creative thinking.

Our commitment to every stage of the winemaking process starts with the health of the vines through composting, single branches and managing the canopy coverage we stay hands-on across the vineyard and we are continually mindful of the changes that occur here and how we can adapt and target our approach to achieve wines with intensity and elegance. Qualities that are only possible when making wine at cool temperatures at our high altitude location. If we're resorting to tricks then something clearly went wrong on the way from the vine to the bottle.



Altitude is important.

Orange is one of the more special wine growing regions of Australia in part due to high altitude.

Koomooloo is a 47 hectare undulating vineyard with an altitude varying between 860 metres to 900 metres making it one of the highest vineyards in Australia. So in terms of Australian vineyards we are unique – we're at the top of the mountain.

The elevation creates a continental cool climate which means our vineyard is consistently cool throughout the year with very few days over 30° (in 2012 there were no days over 30°).

This elevation combined with favourable growing seasons and dry ripening periods create conditions that express the natural acidity and balance that creates a bright and fresh true varietal resembling the complexity and subtlety of European wines.

The Koomooloo site is a complex character made up of lots interesting elements.

We pick our vines at the peak of their ripeness spectrum, when the sugar is minimal and the fruit flavour intense. By cropping very low at the perfect ripeness stage we harvest – intense, vibrant and complex varietal fruit characters.

Our soil is important as well.

Our soil is a layered base of 400 million year old basalt, limestone, slate and volcanic soils that line the slopes of the Mt Canobolas crater. The potential for winemaking here is exceptional.

It's an evolving environment – we've added 200 tonnes of Gypsum to the mix to increase the calcium and sulphur that occurs across the property all in the quest to produce the best fruit.

Temperature:

Maximum 26° in January
(19.5° mean temp at 960m)

Heat Degree Days:

1200-1300

Sun Hours:

1872 hours between October
and April (growing season)

Vines

8 ft (2.5m) width rows x 4.9 ft (1.5m)
between vines – VSP – Non irrigated.

Cropping level 1.5 – 3.0 t/ac (4.0 – 7.5 t/
Ha) depend on variety and wine selection.



OUR TECHNIQUE



We've won plenty of awards but that's not what drives us to make great wine. It's not about repeating past success for the sake of it.

We are always trying to achieve a balance in our wines, whether they are white or red. Each vintage is a challenge like no other. All the tricks in the book won't work if you don't know how to apply them. We'd rather talk about wine that redefines people's presumptions of flavour and quality.

Our technique is part science, part experience and part intuition.

Science is a background of knowledge that we use to make decisions. It helps guide process but does not define it. Intuition and experience define our decision making process, by using the knowledge gained from the latest research but more importantly the experience of making wine in many different environments and a wide variety of climates and unique seasons.

Timing is the most important thing when trying to make great wine and we are fastidious about checking our grapes every half hour throughout the fermentation process. Wine is a living thing, evolving constantly and requires constant adjustments to balance the oxidative reduction, enzymes and temperature.

Awards and accolades

Philip Shaw - Twice International Winemaker of the Year (1982, 2000)

Philip Shaw - Australian Winemaker of the Year 2001

"Top Australian Winemakers - Philip Shaw", Andrew Jefford MW New York Times 2011

Philip Shaw Wines - '5 Star Winery' James Halliday, Wine Companion 2014

No.11 Chardonnay - 'Australia/NZ Boutique Wine of Year' 2011

No.11 Chardonnay - 'Australian Benchmark Chardonnay' GTW 2010

No.19 Sauvignon Blanc - 'Australia's Best Sauvignon Blanc' - GTW

The Idiot 'Best Red & 3 Trophies Royal Sydney Show' 2011

Finalist 'Presidents Trophy' Royal Sydney Show

Awarded the Rudi Buring Scholarship - 'Winery Design' studying in the USA.

One of the coolest wine regions in Australia (similar to Southern Tasmania). Coolest on mainland Australia.

The Orange Region has the most Halliday 5 Stars per hectare of wine produced in Australia.

What's the most exciting thing in the Australian wine industry? "ORANGE" James Halliday.

NSW Government Award for Significant Contribution to the state and wine industry.

Philip Shaw - Most listed boutique winery on Australian restaurant lists (2015, Wine Intelligence).

22nd most listed winery in Australian restaurants (2015, Wine Intelligence).

4th most listed NSW winery in Australian restaurants (2015, Wine Intelligence).

7th most listed winery in Queensland restaurants (2015, Wine Intelligence).

OUR STYLE

Our style has been defined by Philip and his respect for the Koomooloo Vineyard. This respect drives our philosophy with our winemaking. The vineyard is like the spoilt child of the family – always getting our constant attention – so we can get the best from the vine into the bottle.

Unconventional

There are conventions you are taught and many winemakers allow themselves to be defined by them. We have many winemakers coming from all over the world to work with us during harvest. It is common for many of them to say 'but what are you doing that for, I didn't think you should do that'.

We like to allow the fruit to define our decisions when making the wine. Sometimes this works and sometimes it doesn't. You'll never achieve anything if you don't try and move your ideas forward.

Our style has been guided by Philip's experience. Winemaking to win medals requires a certain wine style, but we have always sought to look at what we believe really makes great wine. Wine that expresses a varietal, relates to a place and has subtly, depth and complexity.

Distinction

Wisdom and expertise exists in the space between scientific processes and an intuition based in decades of experience leading to a level of distinction in our winemaking process

Innovative

The basic tools and processes of winemaking have been around for hundreds of years. Our innovation comes from a hunger for new ideas and a desire to learn through trying new techniques. It may come from an offhand comment or something interesting from a winemaking journal. We are always learning and searching to improve our wine through new ideas, creative thinking and evolving technologies.



OUR FAMILY

Philip Shaw

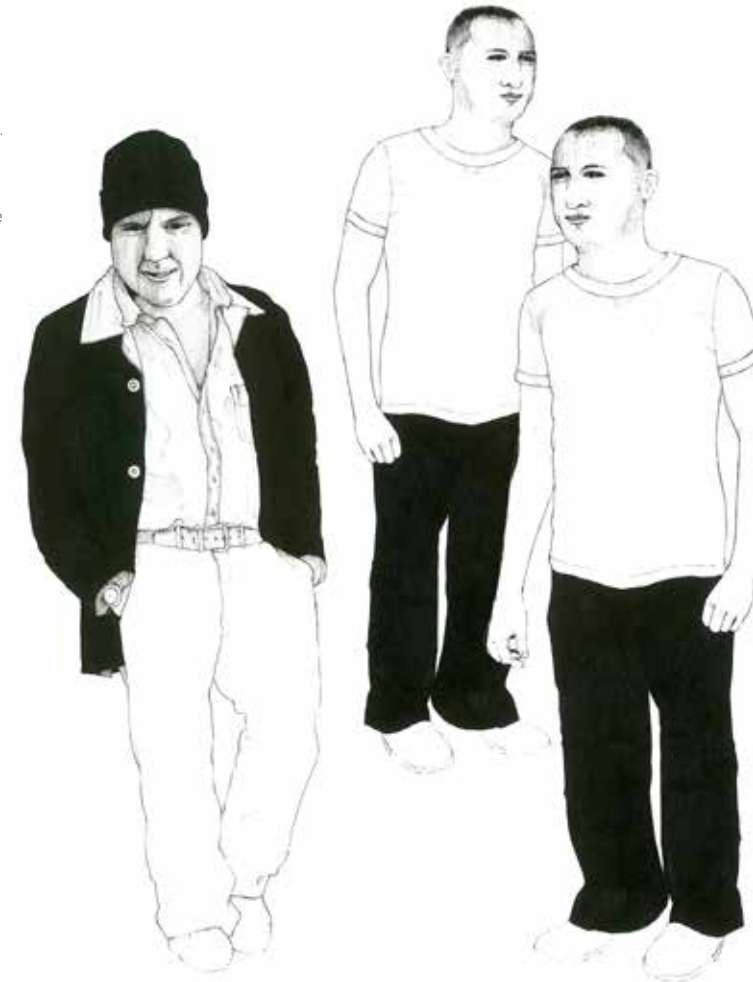
1. Started making wine at 12 years old (Year 1959) after visiting Roseworthy with my school. Early efforts probably not great but have improved over years.
2. Started working in wineries as soon as possible during school holidays. My first job was washing bottles at Penfolds at Magill – not surprising I still love making wine but not washing bottles.
3. Running Vintage cellar at Wynns Magill when 16.
4. Went to Roseworthy to study Agriculture and then Oenology (winemaking).
5. First role in charge of Winemaking at Lindemans Wines at Corowa.
6. Moved to Mildura to manage the design and build of Lindemans Karadoc Winery (Largest start up winery in the Southern Hemisphere), I was 23 years old. Spent 12 great years with Lindemans – last 3 years at Head office.
7. 20 years at Rosemount Wines as a Director in charge of Winemaking. The Company went from 50,000 cases to 6,000,000 cases per annum. The Company was sold to South Corp for \$1,500,000,000.
8. After years of searching viable regions throughout Australia purchased land in Orange 1988. This become the family vineyard – Koomooloo, we waited for 15 years before making our first Philip Shaw Wine.
9. Head of wine production for Southcorp, with 17 wineries operating in Australia and overseas. Some of the brands: Seppelts, Lindemans, Devils Lair, Rosemount, Penfolds, Wynns, Coldstream Hills.
10. Collaborated and contracted for several wineries during the early years of Philip Shaw Wines.
 - Collaborated and/or contracted for several wineries during the early years of Philip Shaw Wines
 - Joint Venture with Tim Mondavi, Napa Valley
 - Wine consultant to J.Lohr
 - Winery consultant to East Coast Winery, TsingTao
 - Wine consultant to Santa Rita, Chile

Damian Shaw

- 12 years working in wineries and vineyards during school holidays.
- Bachelor of Economics – University of New England.
- Analyst at Qantas Airways – two years.
- Qantas Airways running a team on Commercial Products – two years.
- Qantas Airways Head of Sales and Marketing UK, Europe and South East Asia – three years.
- Qantas Airways Head of Sales and Marketing for USA, South America and the Pacific – three years.
- Moonlighted managing Koomooloo Vineyard three years.
- Business Manager for Philip Shaw Wine for the past ten years.

Daniel Shaw

- 10 years of vintage experience throughout my schooling life.
- Bachelor of Financial Administration – University of New England.
- Bachelor of Applied Science (Winemaking) University of Adelaide.
- Two vintages as Assistant Winemaker – Punt Road, Yarra Valley.
- Six vintages as Red Winemaker – J.Lohr, Paso Robles, California.
- One vintage as Winemaker – Calcareous Wines, Paso Robles California.
- Five vintages as Group Winemaker, – Oyster Bay, New Zealand.
- Four vintages and counting as Head Wine Philip Shaw Wines, Orange NSW.





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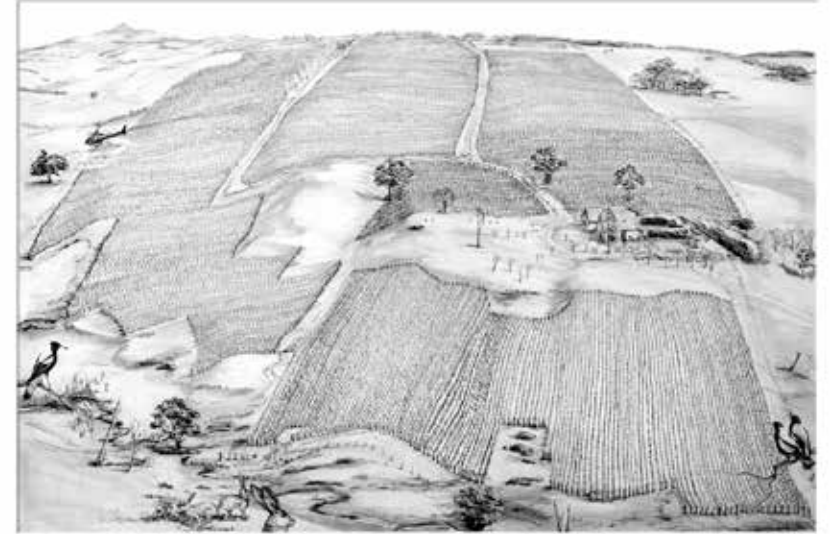
THE NUMBERS

The numbers series represents the best wines from Koomooloo vineyard – and only on the best years.

Every number has its own unique story from the birthday of a very close friend to the best plot number on the vineyard. The Numbers Series are the result of the best fruit from select rows at our Koomooloo vineyard and always strives to deliver wines that push the boundaries and redefine traditional expectations of the varieties we make.

Our place in the world allows us to create stunning expressive variations of classics that have subtlety, depth and complexity that is unconventional in Australian wines. We're guided by the growing season and use old and new world techniques creatively to draw out the details and create a balance between strength, structure, richness and vibrance.

Each vintage provides us with a new canvas to create and new wine and in turn we open our label up to a new artist every year to explore a new side to the evolving Philip Shaw Story.





**No. 19
Sauvignon Blanc**

No 19 is named after the birthday of Albert a close friend to Philip who died. Albert had a great affinity with Savignon Blanc and was one of Philip's greatest fellow winemakers.

We machine harvest since it enables us to pick at night when the fruit is coldest. As well and macerating the skins to allow for greater extraction of flavours, we use a combination of wild and selected yeast strains for fermentation to enhance varietal characteristics. This helps create a vibrant nose showing nashi pear, passionfruit and nettles. The palate is intense with fresh citrus fruit, bright acidity and layered complexities

**No. 17
Merlot
Cabernet Franc
Cabernet**

No 17 is the sum of all of the blocks that the blend comes from.

The wine was awarded as the most consistent along with No11, pound for pound one of the best wines in Australia, with a palate that is more French than Australian.

**No. 8
Pinot Noir**

No 8 is Philip's favourite gambling number. Dark cherry and plum fruits with savoury spices create a layered intricate palate

**No. 11
Chardonnay**

No 11 is the block number where the best chardonnay is grown.

We handpick our fruit to allow better selection and maintain fruit integrity. Once the juice started to ferment (with natural yeast) it was transferred to French oak barrels for Primary fermentation. he palate is powerful yet elegant with shades of peach, grapefruit, gooseberries and citrus.

**No. 5
Cabernet Sauvignon**

No 5 comes from vineyard blocks 7 and 2, a testament to the importance of what you leave is as important as what you put in equals 5.

The intensity of the Cabernet Sauvignon's fruit dominates the flavours.

**No. 89
Shiraz**

No 89 is a commemoration of year the vineyard was planted.

The fruit is hand selected from blocks 1, 3 and 5. We whole bunch ferment some of our fruit to give it spice. We also ferment the grapes in open top vats with cap management scheduled daily to attain the perfect balance of tannins and extraction. The wine is then sent to mature in a combination of new French oak and 1 and 2 yr. old oak.

This creates a wine that is a medium to full bodied palate with luscious dark fruit, supple tannins and focus.



THE CHARACTERS

Our Characters are a collection of light hearted reflections and comparisons realised in this really approachable series of wines.

Like their namesake each Character is inspired by traits and attributes that we respect, or in some cases revere.

The Characters often show themselves when we're growing and making, or they're embodied by the winemakers themselves. We've built these wines around these ideas of character so you can explore 'proportion', 'nurture', 'harmony', 'ambition', 'balance' and of course 'frustration'.





The Architect Chardonnay

The Architect helps define proportion, structure, character and style in a way that relates to people and place. Architecture is art combined with science, technology and humanity – and when done well it moves the spirit, it's truly inspiring.

The Architect inspires our approach to Chardonnay. Each vintage is an original. It requires a new architecture, a new response in structure and style.

The Wire Walker Pinot Noir

They say success on the high wire requires a unique blend of skill and courage. We think a touch of madness and a healthy respect for wind and gravity helps too.

Any foolhardy acrobat will tell you that the higher the risks, the greater the rewards are in the end.

Every year we walk the wire with our Pinot. Each vintage is a careful balancing act of knowing how to react to the elements when to take that next important step.

The Gardener Pinot Gris

People often ask us 'what makes the difference?'. Nurture is the main ingredient – it's the patience, planning and attention to detail that results in abundance.

Like a gardener, it's about nourishment and knowing when to pull out the weeds. Our Pinot Gris benefits from a hands on approach at every level.

The Conductor Merlot

The principal task of a conductor is to disappear into the music – bring new ideas, guide the orchestra and coax out the hero characters.

Wrangling our Merlot is a little like being a conductor. It's a collaboration between the vineyard and winery. The notes are there, but it's about choosing the right accents, flourishes and characters to bring to the fore – transforming the experience and capturing the imagination.

The Dreamer Viognier

We love the raw optimism that comes with brave pioneering spirit. Leaps of imagination can inspire amazing new possibilities.

Without our dreams we couldn't achieve anything new.

Our Viognier keeps us dreaming, it's a constant reminder to question convention. By trusting our instincts and trying new things we're always discovering new potential with our vines and our wines.

The Idiot Shiraz

This one sits somewhere between class clown and genius. Fool, jerk, moron, nitwit, twit, blockhead, dimwit, dork, dunce, kook... all names we've used to curse this complex and unconventional character of our vineyard – Shiraz, 'The Idiot'.

We're mystified. Like a promising student that's always in detention, it's behaviour doesn't always make sense. We often have to get inventive to school this loveable fool. With some effort and perseverance the results are always worthwhile.



THE MISFITS



EDINBURGH



Edinburgh Chardonnay/Pinot Noir

Edinburgh is our house, our champagne house. It pokes a bit of fun at the French while using Méthode Traditional which is the old world method used in Champagne.

The grapes are handpicked from Blocks 11 and 10 early in the season at first light to retain the acidity and vibrancy. The fruit was sorted and the hand picked selection allowed a very clean sample of fruit, which was gently pressed as whole bunches, utilising only the juice which was low in tannin to achieve the desirable flavours and texture in the final wine. It was then transferred directly to old French oak barrels for fermentation where it remained on lees and aged for 12 months. The Chardonnay and Pinot Noir in Edinburgh creates an even balance, with great length and structure on the palate.

PINK BILLY



Pink Billy Rosé

Originally called Pink Bits we thought better of it. The wine is a saignee implying a partial bleed of juice from the fruit and is made from Shiraz, Merlot, Pinot Noir, Cabernet Franc and Cabernet Sauvignon. The wine is pale pink salmon which is indicative of a more subtle style rosé. It is bright and fresh with ripe berries on the palate.



PIONEERS OF UNCONVENTIONAL TRADITION

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