

P A R A C O M B E



## *Paracombe Wines Sales Strength - Why add Paracombe Wines to your range?*

### *1. There are three key reasons which we'll outline*

Paracombe Wines is an award winning, family owned winery located in the picturesque Adelaide Hills, Australia's premier cool climate horticulture and viticulture region.

Rising up from the ashes of the devastation of the Ash Wednesday bushfires, the Paracombe property was established in 1983 by Paul and Kathy Drogemuller with great potential as a premium viticultural site. It is nestled on a plateau with spectacular views of Mount Lofty Summit at an altitude of 425 metres above sea level.

### *The Paracombe Site.*

#### **1)** Key attributes making it a remarkable site.

The geology of the area is extraordinary, surrounded by deep gorges with soils ancient and lean, comprising a layered combination of ironstone, gravels and quartz. Since settlement in the mid 1800's the local area boasts a reputation for high quality fruit growing, grape growing and wine production due to the cool climate environment providing gentle ripening supplemented by underground spring water.

The Paracombe vineyard is located on an ancient 1.7 billion year old plateau which gently influences wine styles with greater intensity of minerals, particularly carbonyl and flinty notes evident in white wines. The red wines have delicate violet floral notes with elegant tannins directly related to the soil structures.

#### **2) The Vineyards**

The Paracombe vineyards of 32.1 Ha have been developed with plantings of Chardonnay, Pinot Gris, Sauvignon Blanc, Cabernet Franc, Cabernet Sauvignon, Merlot, Pinot Noir, Shiraz, Tempranillo, Riesling, Pinot Blanc, Grüner Veltliner and Gewürztraminer, Nebbiolo with more expansions planned. Fruit is also sourced from specialist, local growers with exciting varieties including Malbec and Tempranillo suited to cool climate wine production.

### *3) Ecological Business*

Proudly Paracombe is an industry leader as an ecological business being long term sustainable with minimal impact on the environment and implementing high levels of recycling to offset the carbon footprint.

Operations in the vineyard are undertaken with great care. All vines are hand pruned while harvesting is done by machine and hand. The vineyards are primarily dry grown with supplementary watering. Sprays are used sparingly and are either copper or sulphur based, meeting all compliance standards. The grass growing between the rows is slashed rather than sprayed for mulch to preserve water retention and ground moisture. Organic compost based fertilizers are regularly used in the vineyards.

By investing and establishing significant solar panels on the winery roof, this technology supports infrastructure even during peak periods such as vintage. Water is a precious resource, with efficient practices in the winery and vineyards, water usage is significantly lower. Large rain water tanks have been installed enabling Paracombe to be self sufficient in the winery.

In addition to the estate grapes grown in the family vineyard, Owner, Chief Winemaker, Paul Drogemuller works closely with growers ensuring their vineyard management and quality focus is in harmony with Paracombe's philosophy. Vertical integration pays an important part at Paracombe, with grapes grown on site, wines made in the estate winery, bottling, packaging, storage and distribution all handled on site in the underground cellars. Being in quality control from beginning to end.

### *4) The Winery*

Outgrowing the initial tin shed winery which was the size of a double car garage, the purpose built winery handles all operations under one roof. The site was designed and built to be highly efficient in energy usage with the operational design for small batch wine production in open fermenters and numerous variable sized fermentation tanks. All barrel and bottle maturation is done onsite in the underground adjoining cellar. A stunning cellar door and function centre is above the winery with stunning views of the Adelaide Hills vista.

### *b. Branding & Identity.*

The Paracombe label was commissioned and launched in 1992 and has succeeded due to its clear and elegant style matching the premium wine quality. The piece of granite on which the grape sits represents the shape of the Paracombe plateau taken from a contour map. Granite was chosen, as the colour and feel of granite is cool, signifying Paracombe's cool climate ideal for producing elegant and stylish wines.

### *c. Recognition.*

Collectively in Australian and International Wine Shows, Paracombe's record is impressive being awarded - 16 Trophies, 44 Gold Medals, 61 Silver Medals and 214 Bronze Medals.

Two Paracombe Wines were selected for Australia's iconic airline, Qantas for on flight service, Paracombe Shiraz for International Business and Paracombe Pinot Gris for domestic business class.

Paracombe 2014 Sauvignon Blanc was chosen by the Swedish Royal Family as one of three wines on the menu for the prestigious Sweden Dinner at the Royal Palace in Stockholm in September 2015

Paracombe range of wines is distinctive in packaging and displays finesse and varietal intensity. Their specialized range includes limited release wines, fresh, crisp whites and rich, spicy reds for enjoyment on every occasion. They are very successful in the Australian market place listed with major retail groups, Dan Murphy's, Vintage Cellars, 1<sup>st</sup> Choice Liquor and independents retailers as well as being listed in some of Australia finest restaurants. Internationally Paracombe is represented in Sweden, Canada, China, Singapore, Taiwan, United Kingdom, Denmark, Luxembourg, and Thailand.

## *2. Paracombe Wines Strengths and Capabilities*

- Paracombe Wines was founded in 1983 in the Adelaide Hills and is a company of substance.
- Paracombe Wines is family owned and operated.
- All operations are undertaken on site and managed completely in house compliant to all industry standards.
- Paracombe Wines sources fruit from its own vineyard and from selected growers in the Adelaide Hills region only.
- In addition to Paracombe's vineyard holdings, contracts with long term growers bring the total vineyard source to 40 Ha. These growers are carefully selected and reviewed each year.
- The remarkable restoration of the historic Somerville vineyard planted to Shiraz in 1907 which supplied early vintages of Penfolds super premium range of wines such as Grange and St Henri until it was abandoned.
- Winery production capacity is 2,000 tonnes of which the current crush is less than a quarter of total capacity.
- Accreditations – All wine is bottled on site which has ISO 9000 accreditation and NATA lab accreditation.

## *3. Value proposition by adding Paracombe to your list*

- Established since 1983
- Family owned and operated
- All operations are managed and undertaken by management
- Highly Awarded
- Third party endorsements from wine experts
- Classic, stylish packaging with a fresh image
- Highly respected with a proven track record in the trade
- Quality to price ratio is exceptional, over-delivering at all price points