



Wine Connect | May 2021

*Honouring our roots.
Reaching for the stars*



STARRS REACH

VINEYARD

Telling our story

- Starrs Reach
- Our Vision, Mission & Values
- Honouring our Roots – Starrs Reach heritage
- Our Family
- Our Place – Home, Region and map location
- Reaching for Sustainability
- Our Vines
- Our Wine & varieties – now and to come
- Pricing
- Merchandise



STARRS REACH

VINEYARD

*Honouring our roots.
Reaching for the stars*

Starrs Reach Vineyard, family owned and estate grown, are long term growers with new wines to share. Michael and Robyn Mason's three daughters all work within the business. Their eldest, Sheridan and her husband Craig Alm are working business partners committed to bringing the richness of their fruit into delicious and premium wines.

Hand crafted by the talented Armand Lecomme, Armand now calls Australia home, after growing up in South Africa where he studied Viti & Oenology at Stellenbosch University. Working across the globe he is committed to all facets of grape and wine crafting with sustainable and innovations to allow the wine to convey the message of the land.

Grown on the banks of the Mighty Murray, our berries have matured under bright sunshine with clean fresh air, low inputs and EcoVineyards practices; and then rested under the dark sky where abundant stars shine.

Honouring our roots embedded in the past century, our commitment to the future, as custodians of this land, will ensure its good health for our children and community. The launch of Grenache will be joined by more varieties in 2021.



STARRS REACH

VINEYARD

Vision

Making a sustainable impact in adding value to our premium quality estate wine grapes for future generations.

Mission

1. Investing in a sustainable and environmentally conscious future, in growing premium quality wine grapes and value-added wines of our highest calibre, with an innovative spirit.
2. Collaborating with our community, of neighbours, industry, staff, customers and consumers, to ensure the legacy of our work for future generations is ethical and shows the integrity of our family values.



STARRS REACH

VINEYARD

World Ready

- Starrs Reach comes from estate grown farming origins of nearly 20 years in the Riverland of South Australia.
- New variety plantings are coming into production and capacity and appetite for expansion is achievable.
- Owning over 238ha of vineyard, (80 ha almonds and 5 ha citrus)
- Our new range has been launched.
- We have been trading internationally since 2014, 8 vintages ago.
- South Australia grown, made, developed and supported.
- We are open to working in any international market
- Committed to region, community and SA businesses.

Honouring our roots, reaching for the stars

- on the global stage from South Australia.

Values



1. Family
2. Integrity
3. Innovation
4. Sustainability
5. Courage
6. Collaboration
7. Community



STARRS REACH

VINEYARD

Export Range

- Product Bottle, branded Starrs Reach
- Price FOB \$90 per dozen
FOB \$7.50 per bottle AUD
- Packaged Sold in 6 packs
- SKUS: Grenache
GSM
Chardonnay
Mataro Durif
Rosé Grenache
Cabernet Sauvignon (coming)
- Vintage 2021

STARRS REACH

VINEYARD



STARRS REACH

VINEYARD

Our logo



The Starrs Reach logo combines the notion of family with the care we have for our property.

Our roots, both in people and place find balance in all we do.

The tree of life for the abundance we value from the earth and the product we farm.

Starrs refers to the Starrs family who initially settled here but where we live has some of the world's darkest skies and thus brightest stars.

We reach for these stars as we continue to strive for innovative ways to add value to our estate and create wines for enjoyment

Brand Guidelines are available for reference and use



STARRS REACH

VINEYARD

Our Family & Staff

Starrs Reach Vineyard is a multi-generational family business. This new chapter is a partnership between husband-and-wife team, Michael and Robyn who have three daughters, all of whom work within the business.

- **Michael and Robyn Mason** - after years of farming and contracting in the wine and agriculture industries, act as mentors and sounding board for the business.
- **Sheridan Alm – Business Manager** Sheridan is responsible for the strategic direction and management. Future Leaders alumni, AWIWA Viticulturalist of the Year 2019; An Environmental Management graduate of Roseworthy Agricultural College, Sheridan is a skilled viticulturist with an integrated pest management focus. As former Chair of Riverland Wine, empowering farmers with a strong voice and better business tools. Sheridan's great passion is the sustainable use of the Murray River, has served as a Board Member with SA Murray Darling Basin Natural Resource Management Board and as Chair of the River Murray Advisory Committee during the last drought period.
- **Craig Alm – Operations Manager.** Craig has also grown up in rural settings, Clare Valley and Barossa Valley. Mechanically minded, with a natural gift for invention and problem solving, Craig's great skill is in asset and operations management. He has learnt his farming and land management skills while working on the land.



Viticulturist of
the Year 2019

WINNER



STARRS REACH

VINEYARD

Our vines & farm

Viticulture is at the heart of what we do. Wines start in the vineyard and we are dedicated to the care we give them.

Recognised as **Viticulturalist of the Year**, Sheridan was awarded the title by Australian Women in Wine Awards in 2019 in New York.

The properties collaboratively produce over 6000 tonnes of popular premium style wine grapes over 238 hectares of vineyard. In addition to the vineyards, the properties also produce almond and citrus crops and are committed to conserving and enhancing significant areas of river floodplain and highland mallee vegetation

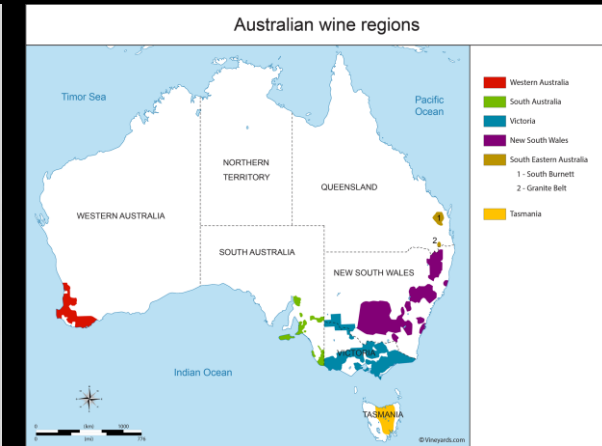
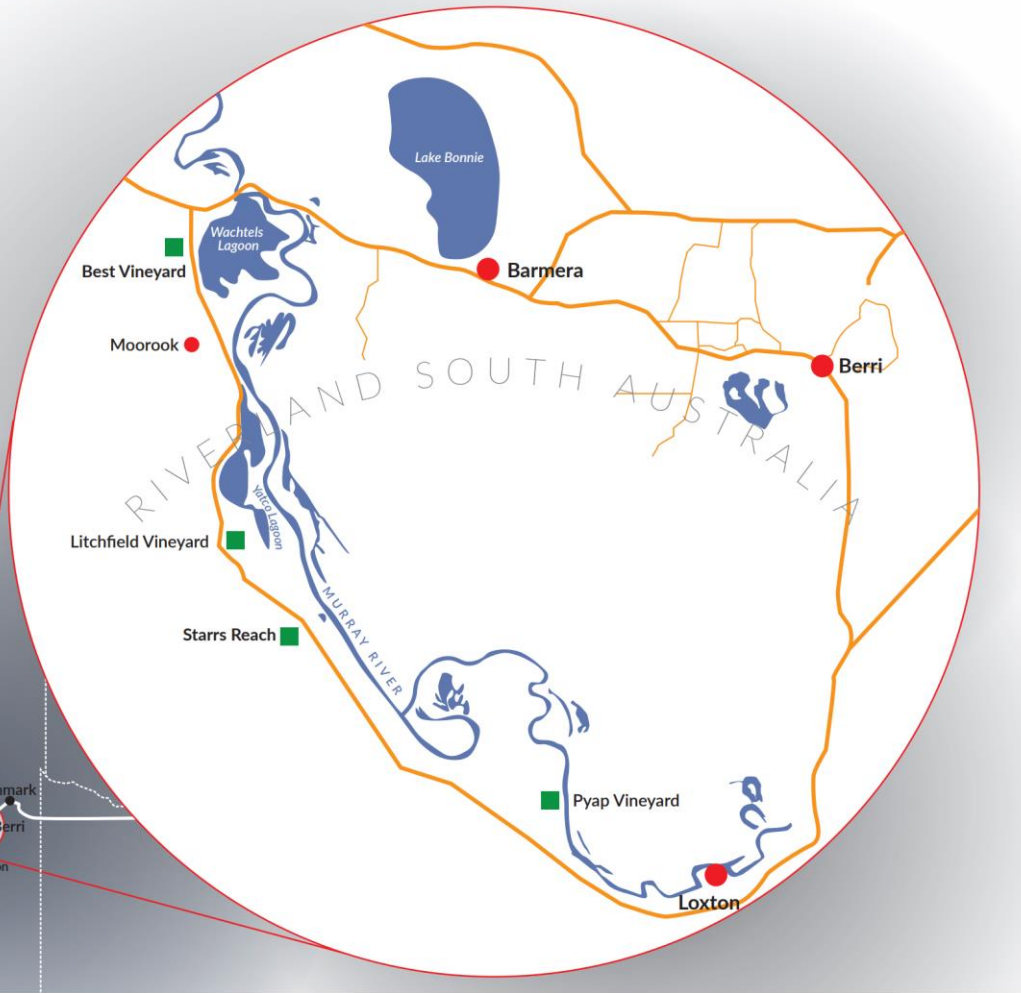
Our Vineyards

We have 4 vineyards within region with 238ha

- **Starrs Reach** 175.3 total ha
 - Grenache, Shiraz, Mourvedre/Mataro, Merlot, Cabernet Sauvignon, Durif, Chardonnay, Sauvignon Blanc
- **Bests** 40.8 total ha
 - Shiraz, Sangiovese, Chardonnay, Zibibbo
- **Litchfield** 29.2 total ha
 - Shiraz, Cabernet Sauvignon, Chardonnay
- **Ganoola / Pyap** 0.96 total ha
 - Chardonnay

Our region & location

STARRS REACH VINEYARD



<https://www.australianwine.com/en-AU/our-places/south-australia/riverland-wine-region>



STARRS REACH

VINEYARD

Our Winemaker

Armand Lecomme is our Senior Winemaker

Armand Lacomme the Senior Winemaker at Wine Masters, Monash is the winemaking genius behind our Starrs Reach Vineyard label although he will agree that great wine does begin in the vineyard. Armand now calls Australia home, after growing up in South Africa. Studying B-Agric, Viti & Oenology at Stellenbosch University, Armand has worked in South Africa, France (Chateauneuf du Pape, Domaine de Maubet) and Australia. Speaking 3 languages, he is committed to all facets of grape and wine crafting with sustainable and agtech innovations to allow the wine to convey the message of the land.

Starrs Reach Vineyard crafts value added and low input wine from its estate grown fruit and has a reputation for producing award winning unbranded wine products in a variety of styles and end uses. We can work with your wine brand to tailor your own single vineyard, branded wine product and provide you with a high quality and consistent supply for years to come.

Wine Connect

Wine Australia – Australian Wine Connect : Virtual Mission

Australian Wine Connect is an always-on, 24/7 virtual showcase.

The interactive platform featuring wineries from across 65 regions; connecting winemakers, buyers, importers, distributors, media, educators and more; and offering a diverse program of engaging events and experiences.

Australian Wine Connect brings a taste of Australia to wine communities across the UK, Europe, USA, Canada and Asia. It allows international trade and media to network and meet producers, link up with distributors and enable sales conversations.

Offers ongoing live thought leadership sessions, tastings, and variety and regional explorations to showcase the people, places and processes.

STARRS REACH

VINEYARD



*Honouring our roots
Reaching to the stars*

starrsreach.com.au



STARRS REACH

VINEYARD

Merchandise

To support our wines, we have developed
a targeted list of items & support for the trade and distributors.

Additional products will be added as needed upon request.

- Banners – freestanding 2m and table top A4
- Gift bag
- 2 & 3 bottle carry packs
- Trucker caps
- Cheese boards
- Brand Guidelines
- Tasting Notes
- Sell Sheets
- Business Card / Stationery
- Website
- Tent Cards



STARRS REACH

VINEYARD

Reaching for Sustainability

YATCO WETLAND LANDCARE GROUP

The Mason Family are founding members of the Yatco Wetland Landcare Group which championed SA's 3rd largest wetland and irrigation infrastructure project under the Riverine Recovery Program to to achieve healthy ecosystems alongside sustainable production systems.

Riverine Recovery Video: <https://youtu.be/u0AxZycxe5U>

ECOVINEYARDS

A partnership between Retallick Viticulture, Winegrape Council of South Australia, and Riverland Wine. Reinvigorating an old River Red Gum and Black Box tree along a flood runner creek with locally occurring under storey and ground cover species near vines. Aims to blur the boundary between vineyard and natural ecosystem by adding flowering ground cover species under vine to build a native insectary of good bugs, suppress weeds, improve organic carbon levels and reduce sun burn and heat stress in extreme weather events.

More info: <https://www.wgcsa.com.au/sheridan-alm---starrs-reach.html>

ALTERNATIVE ENERGY

Electricity is second largest input behind irrigation water. In the face of a changing climate vital to reduce our energy footprint and increase our energy security with alternative energy options. Harnessing the natural asset of sunshine hours makes sense in the Riverland. A 100 kVA solar farm at the Litchfield property is covering 70% of our energy inputs and costs for pumping irrigation water from the Murray River.

STARRS REACH

VINEYARD

Image Gallery







Sheridan Allen | Director

0419 034 087

sheridan@starrsreach.com.au

Phone: 08 8584 9017

Email: wines@starrsreach.com.au

Address: 1669 Kingston Road, New Residence SA 5333

Postal address: PO Box 116 LOXTON SA 5333

