



# Redbank

KING VALLEY

COOL CLIMATE | HIGH ALTITUDE

## BRAND PROFILE

# REDBANK'S STORY

Redbank Wines is based in the beautiful King Valley, a cool climate wine region located in North East Victoria. The generosity of fertile soils and the Alpine environment results in contemporary wines of regional distinction, freshness and minerality.

Led by a highly dedicated team of passionate growers and winemakers, Redbank Wines aspire to embody the true spirit of the Italian way of life in the King Valley region. Some of our growers are descendants of Italian families who came from Europe in the 1950's to farm this beautiful yet rugged land.

With the King Valley being one of the highest wine-growing regions in Australia, we source our wines from vineyards that are over 600m above sea level.

Today, the spirit of the Italian heritage lives on with family and friends sharing delicious food and our lovely wines as a daily celebration of life.



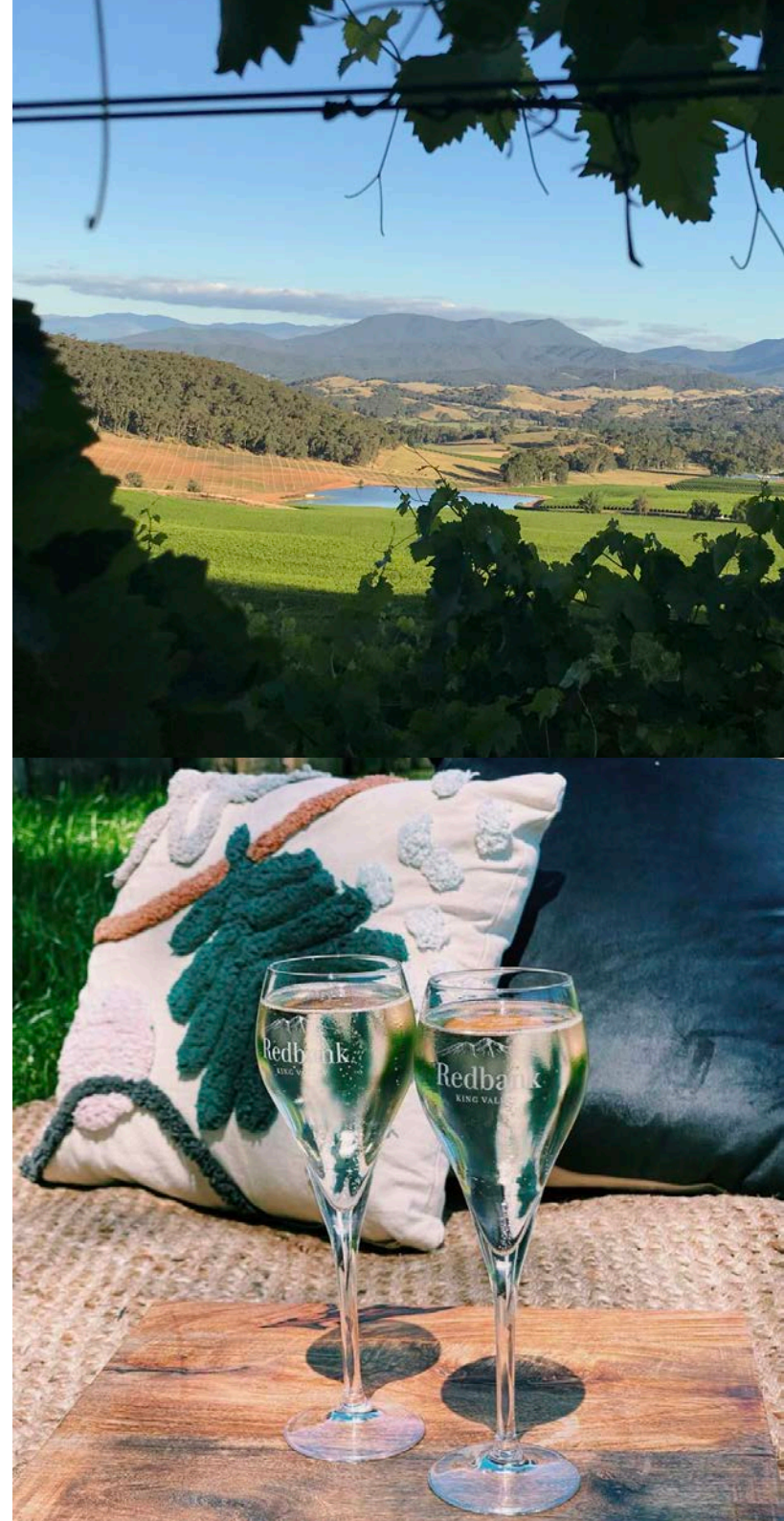


# WINEMAKING

Our winemakers and viticulturists work closely with a dedicated team of carefully selected independent growers, many of whom are third-generation Italian migrant families. These small family-run vineyards offer unique and subtle soil and altitude differences that provide our winemakers with an opportunity to create distinctive wines reflecting the finest attributes of the region.

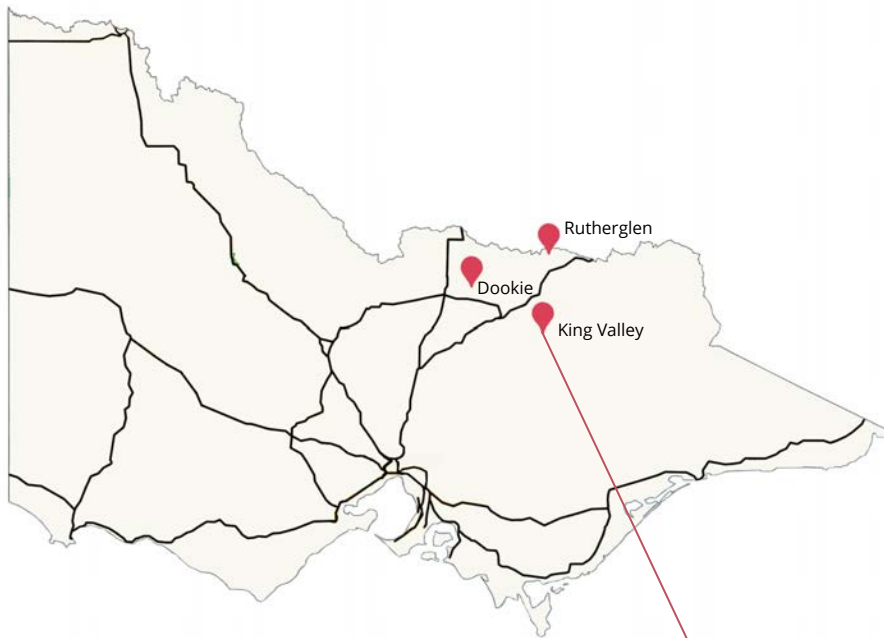
Redbank remains true to the Northern Italian heritage of the King Valley, growing full-flavoured Pinot Grigio and Fiano as well as delicate and dry style Prosecco. The high-altitude vineyards of the King Valley are also ideally suited for making Australian sparkling wines using the traditional French varieties Pinot Noir and Chardonnay. Our move to use Pinot Noir for table wine was heavily influenced by the warming of the King Valley climate, which now makes some of the vineyards suitable for growing this style.

Redbank's vines are located on top of the western range of the King Valley, which is also the western side of the Great Dividing Mountain Range, Australia's only mountain range. Our vines sit between 600 and 700 meters above sea level making the wines produced from these high altitudes vineyards ultra-premium.



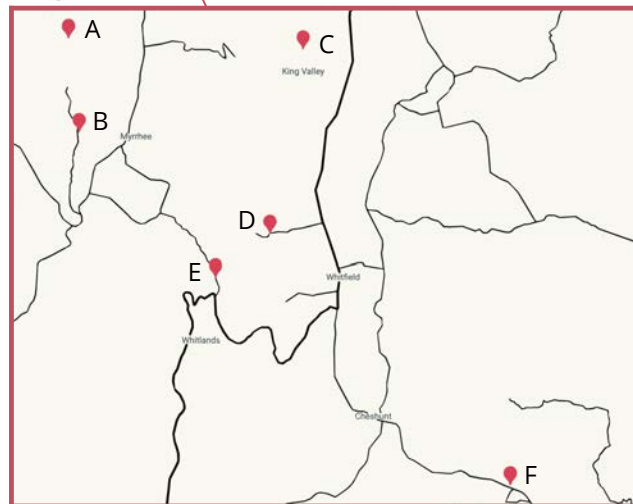
# REGIONS

We source premium grapes from the King Valley and select vineyards in North East Victoria.



## King Valley Vineyards

- A Redbank Vineyard
- B Elevation 652 Vineyard
- C Murtagh's Vineyard
- D Cavedon's Vineyard
- E Baxendale's Vineyard
- F Carson's Vineyard







## Cavedon's Vineyard

Situated in Pieper's lane in Whitfield, the Cavedon vineyard is 400 meters above sea level and has supplied Redbank for 25 years and counting. John Cavedon was the first Italian to plant grapes in the King Valley in 1977. John & and his wife Helen's families came from Northern Italy and were pioneers searching for new grape varieties. It comes as no surprise that John, Helen and their son Johnny have a strong connection to the wine industry. Their story continues today as it began with the same proud Italian heritage, dedication and passion that results in the production of premium quality wine grapes from their highly regarded, King Valley vineyard.

Prosecco • Chardonnay • Pinot Noir • Sauvignon Blanc • Pinot Grigio

## Elevation 652 Vineyard

The Elevation652 vineyard at Mt Bellevue is situated just near the small town of Myrrehe and is owned by Phil Ross. Phil has been supplying grapes to Redbank since 2003. This property sits high atop a ridge in the King Valley with its stunning views to the alpine snowfields and valleys below. At 652 metres above sea level, their cool-climate vineyard planted in rich volcanic soil produces premium quality grapes.

Prosecco • Pinot Noir • Fiano • Chardonnay (sparkling)





## Redbank Vineyard

Redbank's own vineyard is situated just down the road from Elevation 652 on Mt Bellevue. These vines grow on ancient lava flow between 600 and 700 meters above sea level and are on top of the western edge of the King Valley, which is also the western side of the Great Dividing Mountain Range. The climate, soil type, and rainfall of this unique vineyard produce high-altitude, ultra-premium wines.

Pinot Noir • Chardonnay • Pinot Grigio

## Baxendale's Vineyard

Jim Baxendale's vineyard is located in Whitlands and is 670 metres above sea level. Also growing on red volcanic ancient lava flow and being one of our highest vineyards in Australia, the cool daytime and night time temperatures mean that these grapes are picked very late in the season. The extended growing season of this vineyard and the cool temperatures means that flavour development and acid retention are enhanced in the grapes that we get from Baxendale's.

Pinot Noir • Sauvignon Blanc







### **Carson's Vineyard**

Richard Carson's vineyard is situated 480m above sea level. It sits right at the southern end of the King Valley and being the southernmost vineyard in the King Valley, it is a particularly cold site. This vineyard is the perfect climate for growing Chardonnay for our sparkling wines as the cool climate helps to retain natural acidity levels and provides structure in the resultant wine.

Chardonnay (sparkling)

### **Murtagh's Vineyard**

Patrick and Rhonda Murtagh's vineyard is one of the largest in the King Valley. Situated on the west bank of the King Valley with an easterly aspect, the vineyard enjoys the early morning sunshine which gets the grapes developing flavour early but then are protected by the western ranges in the afternoons meaning that it escapes the warmer afternoon temperatures. Deep, gravel, free-draining soils, and lots of individual microclimates gives us great scope to blend individual parcels of varieties for depth and structure.

Prosecco ● Pinot Grigio





### **Grace's Vineyard**

Situated to the east of Rutherglen in Gooramadda, Lisa and Michael's vineyard provides us with a warm climate Sangiovese. It is a continental climate vineyard, however, its proximity to the Great Dividing Range means that cold air funnels down into the valley floor over summer. This cooling means that even though Rutherglen hits high temperatures, it does so for a very short period of the day. Sangiovese is notoriously known for losing flavor from late summer rains, and Rutherglen being rarely affected by this makes it a great place to grow Sangiovese. Cool nights and warm days in Rutherglen allow grapes to develop a rich core fruit and firm natural tannin structure.

Sangiovese

### **Dookie Hills Vineyard**

Redbank sources its Shiraz from the Dookie Vineyard in Central Victoria. This vineyard is in the rolling hills created by ancient lava flow and has great deep red, gritty loam soil. With a lack of summer rainfall and irrigation, and being far enough south to avoid the extremes of summer; the balance of this vineyard allows us to have both spicy pepper and bright plum flavours in most vintages but the wine still retains great natural acidity.



Shiraz



# CELLAR DOOR

Located at the beginning of one of the busiest tourists routes in Australia, Redbank's Cellar Door is nestled in the small town of Milawa on the Great Alpine Road. Being within the Milawa Gourmet Region, this is the perfect spot that attracts many visitors.

Our Cellar Door shares a space with Milawa Providore, boasting plenty of local produce and delicious food. Milawa Providore is owned and Redbank's Cellar Door is operated by Michelle Ross.





# SUSTAINABILITY

## Water

Water is a critical part of our production, so we are continuing to implement initiatives to best conserve water used in our vineyards, and wineries. Due to the high-quality soil and rainfall on our King Valley vineyards, natural irrigation (rainfall) is all we need. In extreme seasons we use ground water from beneath the vineyards to irrigate. Essentially what we use goes back into the ground.

## Health and Safety

Safety of our team and those across our supply chain is of the utmost importance. We are continuously working to enhance our standards and processes to create a safe environment for our people.

## Responsible Consumption

As a producer of alcohol we take responsible consumption of alcohol very seriously by promoting moderation in drinking within marketing and brand communications, and at our Cellar Door and during events.

## Supply Chain

We are committed to continuing to build a transparent and traceable supply chain that upholds high standards of business conduct and respect for human rights and the environment. We actively seek and engage suppliers that are aligned with our sustainability goals and ambitions.





# BRAND ARCHITECTURE

## KING VALLEY

Our premium King Valley range is aimed towards fine wine retailers, on-premise venues, restaurant trade and Independent Retail Groups. The wines are food-friendly, fruit-forward and easy-drinking wines. The label design and brand queues are aimed towards the premium market place.

## VICTORIA

Our Victoria brand is set up as a first-pour opportunity for function centers, hybrid pubs and clubs. Its re-branding focuses on strong Redbank branding key elements. This range also has an LUC that provides great margin for customers.

## SUNDAY MORNING

The Sunday Morning range is aimed at the under 35 and Millennial market as they are the market more likely to purchase wine in a supermarket setting. These wines are fresh, generous, fruit-forward but soft, and are ready for immediate consumption.

## LA PIAZZA

La Piazza is something of a new branding to also target the millennial market. Its branding elements focus on the King Valley, Italian heritage and cafe style dining.



# KING VALLEY

Our wines of the King Valley range are taken from the best parcels of fruit grown in each vintage in the high-altitude vineyards of the King Valley. Typically, the wines that come from the elevated volcanic red soils, display great varietal character which, along with small-batch winemaking techniques, create wines of depth and flavour. Our ability to source the best parcel of fruit gives us the ability to create excellent wines.



PROSECCO

This Prosecco is made from 100% King Valley Prosecco. It has been aged for at least 6 months on lees prior to bottling. "This is one of the lowest dosage Proseccos on the shelves, and it's all the better for it. A pristine expression of the elegance of the King Valley, it presents understated and reticent apple and lemon fruit, albeit without the fruit definition, presence and persistence of the best examples of the style." - Tyson Stelzer Australian Sparkling report 2020.



PINOT GRIGIO

Harvested from select high altitudes vineyards of King Valley, at full flavour maturity, gives us a clean fruit driven style of Pinot Grigio. Cold nights, red volcanic soils and the eastern aspect of the King Valley vineyards assist in the ripening of the fruit and give this wine its exquisite aromatics and natural freshness.



CHARDONNAY

Single vineyard, high altitude Chardonnay from the King Valley is harvested in the early morning cool hours and pressed immediately to maximise flavour. The complexity of this Chardonnay is the result of partial barrel fermentation in new, French oak barriques, followed by stirring of the yeast lees for several months.



PINOT NOIR

This Pinot Noir Our 2021 Pinot Noir has been sourced from three vineyards at high altitude in the King Valley, utilising predominately the clone MV6. It has spent a minimum of 28 days on skins post fermentation and small batch parcels are fermented on stalks for complexity. It does not spend any time in oak, which provides a fresh, vibrant and fruit-driven wine.



FIANO

Fiano is one of the oldest grape varieties in the world, dating back to the days of Roman viticulture. Inspired by the Italian heritage of the King Valley region a small parcel was planted at Myrrhee, a tiny hamlet in the King Valley. The vineyard is perched high on a hilltop with breathtaking views of the surrounding countryside. A splash of Garganega also adds an extra dimension of custard cream texture to the palate.



# VICTORIA

The wines from our Victorian range are sourced from vineyards from across North East Victoria. With our team having decades of experience in the King Valley and greater North East Victoria, we know the vineyards in these regions that will give us an exceptional quality of fruit for these wines. These whites and Prosecco are sourced predominantly from the King Valley.



PROSECCO

The Prosecco grape has its origins on the cool slopes of the Veneto region of North East Italy. Taking inspiration from their Italian heritage, the grapes for Redbank Prosecco are grown on small family owned vineyards. This prosecco is from a base vintage of 2019. It has had a 9 g/L dosage and is a new release from the Redbank partnership.



PROSECCO ROSÉ

The blending of two cult classics. Keeping the fresh, crispness of Prosecco but adding the strawberry and cream with the incorporation of Rosé. This wine is the perfect accompaniment to drinks with the girls on a Saturday Night and is great for a Summer spritz. Under screw cap to preserve the freshness.



SAUVIGNON BLANC

Our 2021 Sauvignon Blanc is grown on two specific vineyards of the upper King Valley. The less elevated vineyard provides the tropical fruit base for this wine. The higher vineyard displays intense pea and apple flavours with a depth of richness. Cold soaked on skins for 24 hours prior to pressing creates body and texture to offset the high natural acidity of these parcels of grapes and very cold fermentation adds to the flavour profile.



PINOT GRIGIO

This is made up of 100% Pinot Grigio from the King Valley. A fantastic cool and long year in the Valley has given us a fresh and crisp wine chock full of natural acidity. Being picked cold and pressed quickly helps to create a clean fruit driven Pinot Grigio for everyday drinking.



PINOT GRIGIO

Our Victorian Cardonnay is designed to be light and easy drinking but full of fruit flavour and varietal expression. It is deliberately unoaked to give that clean varietal Chardonnay flavour. Picked cold, pressed quickly and fermented cold as this was designed to be an unoaked expression of Chardonnay.

# VICTORIA

The wines from our Victorian range are sourced from vineyards from across North Eastern Victoria. With our team having decades of experience in the King Valley and greater North East Victoria, we know the vineyards in these regions that will give us an exceptional quality of fruit for these wines. These reds are sourced from the temperate climates of Dookie and Rutherglen.



## MERLOT

Our Merlot is sourced from a single vineyard in the north west of Victoria. Our winemakers craft this wine to express its blackcurrant flavours and enhance classic Merlot characteristics and then use subtle oak influence to smooth and lengthen the palate.



## SANGIOVESE

Sangiovese is a variety that has large clonal quality variation. Choosing the right clone, vine age and growing sites is critical to gaining full flavour rich cherry flavours typical of Chianti. Grown on our own vineyards in northeast Victoria this wine is a mix of two clones that were selected 25 years ago and are now in their prime. This wine displays the age, clonal selection and red soil site selection to give varietal characteristics.



## SHIRAZ

Our Shiraz is sourced from the rich volcanic soils of the Dookie area in central Victoria. Cool nights and warm days allow Shiraz to fully develop its flavour profile. A bold, full red ideal for everyday enjoyment. The grapes are harvested at full ripeness, crushed and fermented in 2 tonne fermenters with hand plunging. Following ferment, the wine spends up to 12 months in French and American oak.



# SUNDAY MORNING

We have crafted generous and rich wines for Coles Liquor Group, sourcing grapes from our King Valley vineyards. The Sunday Morning range was named after the tradition of Italian families in the King Valley, who are the growers of many of our grapes and get together on Sundays to make salami, crush home-grown olives, share their home grown produce and enjoy family, friends, wine and food.



## PROSECCO

This Prosecco is made 100% King Valley Prosecco. It has been aged for at least 6 months on lees prior to bottling. "This is one of the lowest dosage Proseccos on the shelves, and it's all the better for it. A pristine expression of the elegance of the King Valley, it presents understated and reticent apple and lemon fruit, albeit without the fruit definition, presence and persistence of the best examples of the style." - Tyson Stelzer



## PROSECCO ROSÉ

The blending of two cult classics. Keeping the fresh, crispness of Prosecco but adding that strawberry and cream with the incorporation of Grenache. This wine is the perfect accompaniment to drinks with the girls on a Saturday Night and is great for a Summer spritz.



## PINOT NOIR

In 2019 and 2020, our winemaking team set out to investigate the high altitude Pinot Noir vineyards in the King Valley to see if a premium Pinot Noir could be grown from those vineyards. These vineyards were traditionally used for sparkling wines as they were seen as too cold for table wine use. Small volumes off many vineyards were made and judged and we were genuinely excited by the breadth of flavours of the vineyards available. Our 2021 Sunday Morning Pinot Noir is sourced from three vineyards at high altitude in the King Valley, utilising predominately the clone MV6.

## LA PIAZZA PINOT GRIS



LA PIAZZA IS BUZZING AND ON THE EDGE OF SUNSET. LAUGHTER AND LOVE FILLS THE AIR AS FRIENDS AND FAMILY GATHER TO SHARE AN APERITIVO IN THE TOWN SQUARE. IT'S ALL ABOUT SOCIALISING, ROMANCING AND RELAXING AS THE DAY DRAWS TO A CLOSE.

CRISP | FRESH | NASHI PEAR | ORANGE BLOSSOM | SAVOURY & SPICE FINISH.