



Harewood Estate

Winemakers

James Kellie

Brief History

James Kellie arrived in Western Australia's Great Southern Region in 1998, intending to make a pit stop on the way to settling in Tasmania to make wine. He landed his dream winemaking at the renowned Howard Park, hoping to fine-tune his skills and learn as much as he could before making the move to Tasmania. It's safe to say, after discovering the quality and diversity that the Great Southern region had to offer, he never made it to Tassie. While at Howard Park, James Kellie started making wine on contract for Harewood Estate, and when the winery came on the market in 2003, James saw the opportunity to secure one of the region's best vineyards and the chance to develop his ideas for a brand that exclusively encapsulated the entire region, so he took the plunge and purchased Harewood.

The Harewood brand represents the best of the Great Southern in a range of wines that aim to showcase the region's unparalleled diversity. When James and his wife Careena purchased the vineyard, they built a 500-tonne winery ready for the 2004 vintage and began the expansion of the Harewood range to include wines made from grapes sourced from throughout the wider region that, like Harewood, were specialists in those varieties that excelled in their sub-region. James has started taking steps to increase focus on sustainable practices and being environmentally responsible within the winery, including replacing tractors on the farms with horses in 2016. Replacing tractors with horses reduces the risk of compaction and increases the yield and fruit quality by allowing the roots to uptake nutrients. In addition, the horses help with cultivating, weeding, sowing mixed row crops, carting fruit to the winery and hauling general equipment. This is just one project that falls in line with their environment-based initiative that includes composting, using ducks to eradicate snails, and employing sheep for weeding.

Since 2003, Harewood has enjoyed an impressive run of show results and critical acclaim including 33 trophies, hundreds of medals and the coveted 5 Red Star Rating from influential wine critic James Halliday, which is awarded to the top 5% of Australian wineries for "a consistent record of excellence." In addition to Harewood Estate, James and Careena purchased their Apricus Hill vineyard in 2013 and introduced the FLUX range in 2017. After 20 years, the aim of Harewood hasn't changed: grapes are grown in select, low yielding vineyards to create wines that represent the best the region has to offer.



Region

Great Southern, Western Australia

Vineyards

The Great Southern region lies on the south coast of Western Australia along the Southern Ocean, with a coast extending approximately 250km. Within the Great Southern region there are five sub-regions which includes Frankland River, Albany, Mount Barker, Porongurup, and Denmark.

Denmark: About 400km south of Perth, you'll find the home of the Kellie family and the Harewood Estate winery in Denmark. Full of steep hills and valleys, Denmark is a pristine region near the Southern Ocean with long, cool summer days and gravelly soils that slowly ripen the grapes to produce wines of intense flavours. The climate is maritime with significant cooling due to proximity to the south coast. The topography is undulating hills with lush green pastures most of the year.

Mount Barker: Mount Barker is the birthplace of the Great Southern. In 1955, the pioneering American viticulturalist Herold Olmo recommended growing grapes for European-style table wines here. Despite its lofty name, Mount Barker is largely dry, open grazing country with scattered vineyards, but it was the gravelly soil conditions that Olmo likened to Bordeaux, France.

Porongurup: The feel of Porongurup is very different from its neighbour, Mount Barker. Great stands of towering Eucalypt forest and a massive series of rounded granite knobs give way to sweeping views out over the Porongurup Ranges. This elevated vineyard produces crisp, cool-climate wines on granite soils.

Frankland River: Frankland River produces some of the best Shiraz in Australia. The climate here is Mediterranean, dry and sunny, and results in wines of hefty weight and complexity. The river valley has a crucial role, funnelling cool and humid air north from the ocean moderating the afternoon heat to provide a long, slow ripening period for grapes.



Key Selling Points

- After 20 years, the aim of Harewood hasn't changed: grapes are grown in select, low yielding vineyards to create wines that represent the best the region has to offer. The Harewood brand represents the best of the Great Southern in a range of wines that aim to showcase the region's unparalleled diversity.
- James has started taking steps to increase focus on sustainable practices and being environmentally responsible within the winery, including replacing tractors on the farms with horses, composting, using ducks to eradicate snails, and employing sheep for weeding.
- Since 2003, Harewood has enjoyed an impressive run of show results and critical acclaim including 33 trophies, hundreds of medals and the coveted 5 Red Star Rating from influential wine critic James Halliday, which is awarded to the top 5% of Australian wineries for "a consistent record of excellence."