



**Background on Adam Louder - embarking on Vintage #36 at 41yrs
February 2022**

- Born in Ararat and bred on a small hobby farm at the base of Mount Langi Ghiran, Buangor (near Ararat).
- As a small child Adam lived with his family in Maningrida, Arnhem Land (500km from Darwin), Northern Territory. Adam returned with his family to Buangor to begin primary school.
- At age 15 Adam started working at Best's Wines, Great Western in his school holidays.
- Throughout his teenage years, Adam was invited by Trevor Mast to Mount Langi on weekends to shoot birds in the vineyard during the growing season.
- In 1998 (18 years) Trevor Mast approached Adam to work at his winery (Mount Langi Ghiran) under his direction. This relationship of master and apprentice would last until Trevor's retirement eight years later. Trevor taught Adam to follow his instincts and believe in his abilities.
- Trevor believed in Adam and demonstrated this by giving him opportunities in the winery including managing cellar operations, harvest management duties (including staff, ferments, barrel selection) and day-to-day winery management.

Adam learnt to taste wine, make wine and construct blends. He was also guided to develop his sensory evaluation skills (how to pick up smells or faults, identify fruit, what that mouthfeel is, what that flavour is) by tasting and discussing wines from throughout Australia and the Old World with Trevor. This sensory exploration reinforced the magic of Grampians fruit.

- Adam's first Northern Hemisphere harvest was in 2001 (20 years) at Chimney Rock, Napa Valley where he gained experience managing a team through harvest. This harvest sparked Adam's global wine interest and a passion for Cabernet blends. In Napa, Adam enjoyed different foods to what he was accustomed to, laying the foundation for his interest in food.
- Working under Dan Buckle at Mount Langi Ghiran, Adam was encouraged to push boundaries and innovate.



- The highlight of working in Bordeaux (2005-2009) at Château Carsin owned by Finnish food and wine entrepreneur Juha Berglund was regular five to 12 course degustation meals with Michelin star chefs who were purposely flown in for a week at a time. Adam learnt about food and wine pairing. French language by day, Finnish by night.

It was in Bordeaux that Adam learnt to enjoy wine. *"It's a better experience if you share wine with friends and food."*

The inconsistent weather in France taught Adam to deal with disease and be agile. It often rained during harvest in Bordeaux. In 2011 when it rained during harvest in Napa Valley, USA, Adam was able to share his knowledge with the team at Araujo Estate.

- In Margaret River (2006 – 2009) Adam focused on making Cabernet Sauvignon and barrel fermented whites.
- Napa was Adam's tertiary education in winemaking. Endless resources were made available in the pursuit of producing the cult wines. Adam was a key member of the team producing a 100 point Parker wine "2013 Araujo Estate Cabernet".
- Adam Louder and partner Nancy Panter founded SubRosa in 2015 (first vintage 2013) so Adam could make wine his way with the highest quality fruit from the Grampians and Pyrenees. In 2018, James Halliday described SubRosa as *"one of the best new wineries in the 2019 Companion"*.
- In 2016 Adam re-joined the Mount Langi Ghiran team and was appointed Chief Winemaker in 2018.
- In 2020, the 2018 Mount Langi Ghiran Langi Shiraz under Adam's leadership, was awarded 99 points by James Halliday.
- In 2022, Adam's journey of wine and viticulture learning and skill refinement continues. Leading the Mount Langi Ghiran team, Adam shares his knowledge and experience helping guide others. At SubRosa, he pushes boundaries to create wines he loves to share.



Adam Louder winemaking work history

Mount Langi Ghiran, Grampians

2016 - present: Chief Winemaker (appointed in 2018)

SubRosa, Grampians/Pyrenees

2013 - present: Owner/Winemaker

Kinsman Consulting, Napa Valley

2015: Consultant Winemaker. Clients included Araujo Estate, Jamie McCourt, Diamond Mountain Vineyard and Accendo Cellars.

Mount Cole Wineworks, Grampians (owned by Dr. Graeme Bertuch)

2012 - 2014: Consultant Winemaker

Araujo Estate, Napa Valley (acquired by Château Latour in 2013)

2011 - 2014: Harvest Winemaker (approached by Araujo Estate)

Premium Estate Bottlers (formerly Portavin's mobile bottling line)

2010 – 2013: Mobile bottling line manager, customer liaison and staff trainer

Château Carsin, Bordeaux

2005 - 2009: Harvest Winemaker (initial harvest set up by Dan Buckle)

Pierro, Margaret River

2008-2009: Assistant Winemaker/Vineyard Manager

Xanadu, Margaret River

2006-2008: Assistant Winemaker

Chimney Rock, Napa Valley

2001: Harvest Cellar Hand

Mount Langi Ghiran, Grampians (approached by Trevor Mast)

1998 - 2006: Cellar Hand / Assistant Winemaker

Montara, Grampians

1997, school holiday cellar and vineyard work

Sub Rosa

Best's, Great Western

1995-1998, school holiday cellar work