



*Elderton*

BAROSSA









# ELDERTON WINES

## *Excellence from distinguished sites in the Barossa*

Elderton was the name given to a vineyard that was first planted on the banks of the North Para River in Nuriootpa in 1894 by early German settlers, the Scholz family. In 1916, it was purchased by Samuel Elderton Tolley who built himself a sprawling homestead on the Estate and sold the fruit to his family's winery. It was run successfully for many years, but became derelict in the early years of the vine pull (circa 1975).

"If you buy the house, I will give you the surrounding 72 acres of old vines for nothing". This was the proposal offered to Lorraine and Neil Ashmead in 1980. The rambling old homestead looked ideal for a growing family and the Ashmeads worked tirelessly to salvage and restore a phenomenal treasure of a vineyard.

In 1982, the first wine was made under the Elderton label. Tough times prevailed, but ultimately the vision of the founders shone through and Elderton is today celebrated as a major reason for the rejuvenation of the Barossa. In 1993, Elderton shot to national prominence after winning the Jimmy Watson Trophy. International success ensued.

The second generation took the reins of the business in 2003. Brothers Cameron and Allister believe very strongly in continuing the traditions that began a generation earlier, on the Nuriootpa vineyard.

Wanting to take the family company to the next level, Cameron and Allister have purchased great vineyards in other significant sub appellations of the Barossa to add to the Elderton story: in 2007, a great little vineyard in the Eden Valley; in 2010, a vineyard on the northeast corner of Greenock; and in 2023, a fourth vineyard at Mengler Hill.

The Ashmeads are proud custodians of some of the world's oldest living viticultural history. The intention of making wines from these exceptional vineyard sites is to celebrate the differing terroirs of the Barossa and showcase the absolute best that the Barossa has to offer.

The Ashmead family have a strong belief in doing the right thing for future generations; for our business, for our family and for the wider community. Elderton is certified under the Sustainable Winegrowing Australia program for vineyards and wineries, administered by The Australian Wine Research Institute. This is a voluntary program that requires us to meet best practice standards for all elements of sustainability: environmental, economic and social.

Elderton is a proudly family owned and operated business, and continues to build towards a future where the third generation of the Ashmead family will take Elderton to 50+ vintages.

*Three generations of the Ashmead family, 2021*

# KEY PEOPLE

## *Cameron Ashmead, Co-Managing Director*

Cameron, along with his brother Allister, is responsible for managing Elderton's business. He spends much of his time on the road spreading the Elderton vision of excellence from distinguished sites in the Barossa. Cameron was inducted into the Barons of Barossa in 2017. Family is very important to Cameron (wife Jules and three sons) and in his spare time he likes to bike, play tennis and snowboard.



## *Allister Ashmead, Co-Managing Director*

Allister is responsible for the dual roles of marketing and production. He came back into the family business in early 2000, after university, working vintages abroad and working in the wholesale wine trade. Allister was inducted into the Barons of the Barossa in 2009. Allister is passionate about his family (wife Rebecca and three daughters), the Barossa Valley, travel, cooking and most codes of football.



## *Brock Harrison, Winemaker*

Brock joined the Elderton team in August 2019. His philosophy on wine is simple, "you are only as good as your next wine", which drives him to always strive for continuous improvement in everything we do. Outside of work, Brock enjoys spending time with his family, playing basketball and escaping to the beach for some quality downtime.



## *Peter Wild, Vineyard Manager*

Peter joined the team at Elderton in 2010 after what many would consider a lifetime in many of the other great vineyards of the Barossa. Tasked with the rejuvenation of some of the oldest vineyards in the world, Peter has a special affinity with the Barossa, and has a real understanding of what it takes to grow amazing fruit at each of our vineyards.



## *Jules Ashmead, Head of Production – Winemaking & Viticulture*

Jules took the newly created position of Head of Production, overseeing both viticulture and winemaking at Elderton in July 2019, along with raising the boys in the third generation of the Ashmead family. She was inducted into the Barons of Barossa in 2017. Jules is also the fifth-generation winemaker at Campbells of Rutherglen and has worked vintages around the world.



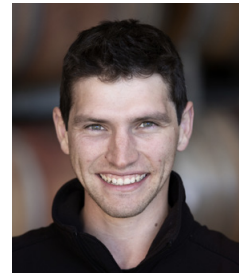
## *Rebecca Ashmead, Production and Export Manager*

Rebecca joined the Elderton team in 1999. Rebecca has an amazing eye for detail and is our Production and Export Manager, whilst also bringing up the girls in the third generation of the Ashmeads. Bec is a keen runner and tennis enthusiast but is also quite fond of having a glass of wine in hand among friends, family and loved ones.



## *Conrad Pohlinger, Head Viticulturist*

Conrad joined Elderton in 2019 after finishing his Bachelor of Viticulture and Oenology in 2018. Conrad is drawn to viticulture because of his love of understanding site and regional impact on wine character. He also likes the forced patience and gentle guiding needed to coax the best out of vines! Outside of work Conrad enjoys cooking, baking and exploring new trails with his dog, Baloo.



## *Jodhi Thoms, Cellar Door Manager and Commander Concierge*

Since 2013 Jodhi has welcomed many visitors to our Cellar Door. In 2019, Jodhi was named a finalist Cellar Door Person of the Year by Australian Women in Wine and the Elderton Cellar Door was recognised in 2019 and 2022 as winner of Best of Wine Tourism Services – Great Wine Capitals. Jodhi enjoys sharing her passion for food and wine at work and when entertaining friends.





# VISIT

Our Cellar Door is a must to visit on any Barossa itinerary. Opened in September 2017, it is truly a showpiece that matches the excellence of the wines that bear the Elderton and Ashmead family name.

Cellar Door is nestled in our Nuriootpa vineyard. The original homestead that the first generation, Neil and Lorraine, fell in love with was converted to be the full-time home for Elderton Wines. Visitors drive through the 1894 Command vineyard to find themselves at the homestead (built in 1918) that has been restored to its timeless and elegant best, with original interior art deco features. Visitors can meander through Cellar Door, taking in the history.

We welcome you to taste, drink and enjoy our wines in any number of amazing public and private tasting rooms. In warmer months, the gardens, pool and tennis court are a drawcard. And in winter, the inviting fireplaces ensure that the reds of Elderton taste even better!

Wine lovers can enjoy: standing tastings at the bar with our phenomenal staff; private, hosted tastings in the Founders' Room or Commander Lounge; guide themselves through our wine and chocolate masterclass or cheese and wine matches; be tempted by our small bites menu; or enjoy a specially curated tour behind the scenes with Cameron or Allister Ashmead, including a tasting in the Wellington 'Duke' Rice Cellar, showing the 40+ year winemaking history of the Ashmead family.

It is undeniable that the importance of place and history in the production of world class wine should also be seen in the home of that producer. This is why the Ashmead family are so proud of our home, and we are excited to showcase it to anyone who wants to experience warm hospitality here in the Barossa.

## Awards

2019 and 2022 Great Wine Capitals 'Best of Wine Tourism Award'  
South Australian Winner - Wine Tourism Services





# OUR VINEYARDS

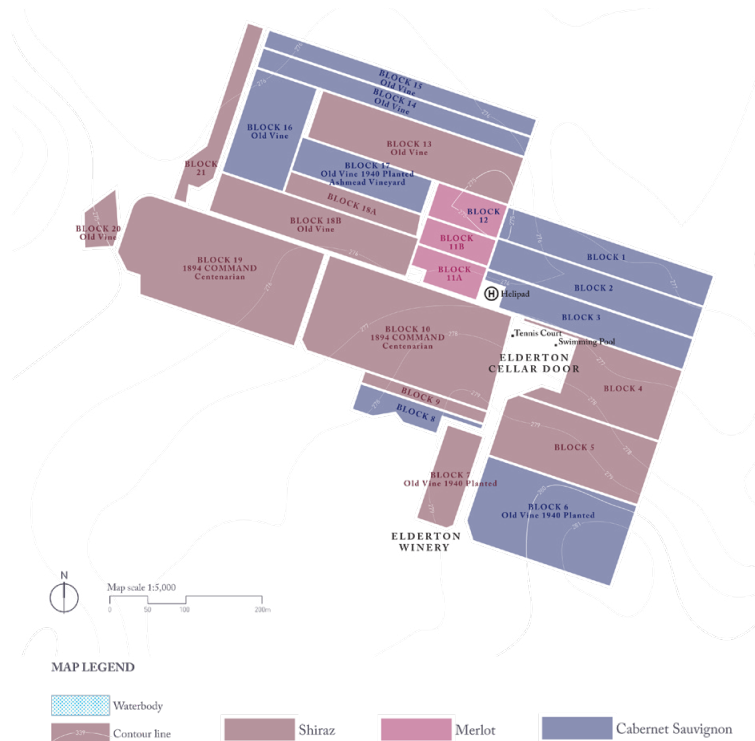
## NURIOOTPA

Originally planted by the Scholz family in 1894. We are very proud custodians of the original Elderton estate in Nuriootpa, which grows the fruit for our icon wines Command Shiraz and Ashmead Cabernet Sauvignon.

Location: On the banks of the North Para River in Nuriootpa

Elevation: 275m

Soil: Alluvial river silt soils over red and brown clays with limestone beneath





*Our winemaking team works very closely with our vineyard team throughout the year, to produce premium quality fruit with a focus on long term sustainable production, low yields, low irrigation and minimal inputs.*

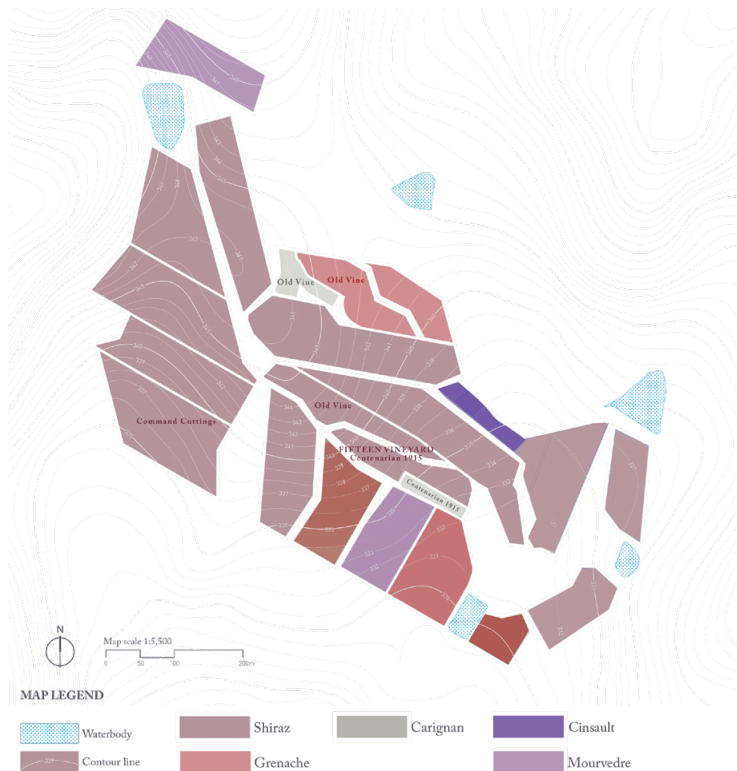
## GREENOCK

Originally planted by the Helbig family in 1915. Purchased by the Ashmead family after vintage 2010. This vineyard sits in its own little valley on the northeast corner of the hamlet of Greenock, also bordering on the Moppa sub appellation of the Barossa.

Location: Just outside Greenock, on the western ridge of the Barossa

Elevation: 330m - 350m

Soil: Free draining and rich in ironstone, changing through to very sandy loam at lower points





# OUR VINEYARDS

## MENGLER HILL

Originally planted over 100 years ago by the Pohler family. This vineyard is one of the highest altitude vineyards in the Barossa, sitting atop Mengler Hill, with amazing views down through both the Eden and Barossa Valleys. Purchased from the Matchoss family in 2023, the Mengler Hill vineyard encompasses everything that the Ashmead family love about the Barossa.

Location: Atop Mengler Hill

Elevation: Around 500m, with varied aspects due to the topography

Soil: Shallow, skeletal, grey sandy loam with quartz gravel over weathered rock and yellow clay-based soils





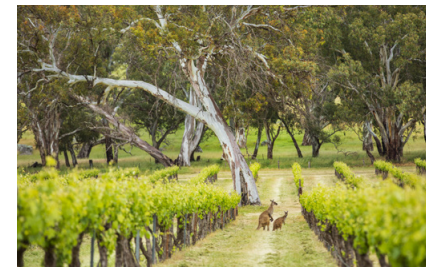
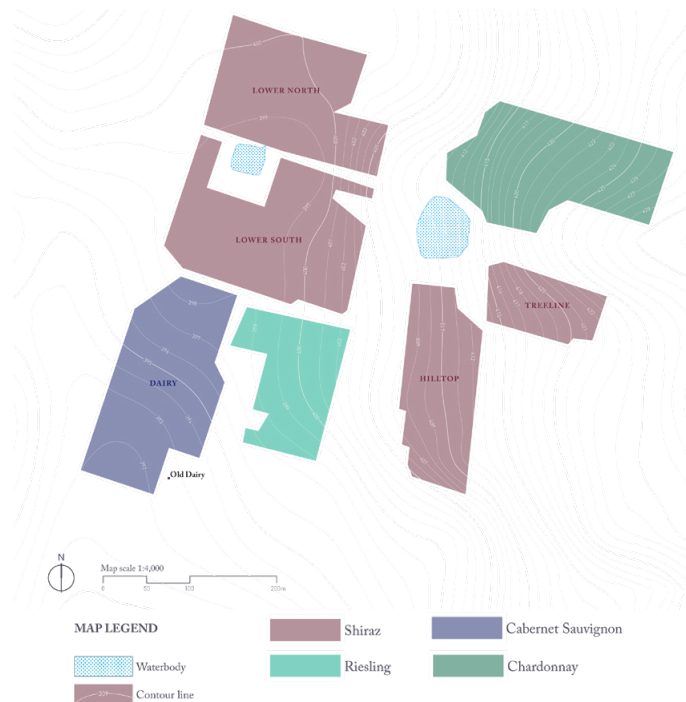
## CRANEFORD

Planted by the Obst family in 1990 and purchased by the Ashmead family in 2007. This vineyard lies just south of the small township of Craneford. Like other Eden Valley locations, the soil and climate varies quite considerably from that of the Barossa Valley floor. It is generally wetter and cooler and the soils tend to be skeletal and minerally. Aspect also varies significantly, with rolling hills and valleys providing much site variation.

Location: Deep in the Eden Valley ranges

Elevation: 390m - 425m, aspects vary significantly with rolling hills and valleys

Soil: Shallow loamy sand over granite bedrock





# OUR WINES

## ELITE SINGLE VINEYARDS

### *Command Shiraz*

The Command Shiraz has established an enviable reputation since the first vintage in 1984. It is truly one of Australia's best and most highly regarded icon wines and remains Elderton's flagship wine. The Command grapes are from a single vineyard at Nuriootpa, planted in 1894. The vines are grown in a Mediterranean climate, with cropping levels at two to three tonnes per hectare. The Command is truly an expression of place, and one which the family intends to preserve for generations to come.



### *Ashmead Cabernet Sauvignon*

The Ashmead block has consistently produced small parcels of excellent quality fruit. This unparalleled wine is a superior example of Barossa (and Australian) Cabernet Sauvignon. Elderton is not unfamiliar with producing premium Cabernet, having won more than eight trophies for the varietal, including the 1993 Jimmy Watson Trophy. The block was planted circa 1944 and produces minimal amounts due to eutypa dieback existing in the old vines.



### *Helbig 1915 Shiraz*

The 2013 vintage heralded a new chapter in the elite winemaking of Elderton, with the inaugural release of Fifteen Shiraz, now named Helbig 1915 Shiraz. This wine is produced in minute quantities, from a single block of Shiraz vines planted in 1915 on our Greenock vineyard. It is destined to be extraordinarily delicious and a collector's dream. Hand picked, with extended maturation on skins in large French oak barrels and every detail taken care of, this wine will only be offered to the most loyal of Elderton supporters.



## EXCEPTIONAL SITES

### *Ode to Lorraine*

A Cabernet/Shiraz/Merlot blend was added to our portfolio from the 1992 vintage. It was a belief that through blending only the best parcels of fruit from the vineyard, a truly wondrous and complete wine could be made that showed the highlights of the three grape varieties. The decision was made from the 2002 vintage onwards for it to be renamed (from CSM) in honour of the co-founder of Elderton, Lorraine Ashmead. The Ode to Lorraine shows generosity, formality and elegance.



### *Neil Ashmead Grand Tourer Shiraz*

Produced in honour of Elderton co-founder, the late Neil Ashmead, the Grand Tourer Shiraz is a wine to challenge people's expectations and misgivings of Barossa Shiraz. The grapes are sourced from the best parcels of Shiraz on our Estate vineyards, handcrafted to depict artisanal winemaking at its finest. The wine is exuberant, lively and full of character.



## ESTATE FAMILY VINEYARDS



## E SERIES





# ACCOLADES



**winery, Halliday Wine Companion**

2024, 2023, 2022, 2021, 2020, 2019, 2018, 2017, 2016, 2015, 2014, 2013 +

## **Award Winner - Wine Tourism Services**

2022 and 2019 Great Wine Capitals Best of Wine Tourism

## **2018 Barossa Winemaker of the Year**

### **Top 100 Best Wines in Australia**

James Suckling 2021 (2018 Command Shiraz)

James Suckling 2020 (2018 Helbig 1915 Shiraz)

James Suckling 2019 (2016 Fifteen Shiraz)

Matthew Jukes 2014 (2010 Command Shiraz)

Matthew Jukes 2011 (2008 Ode to Lorraine)

Matthew Jukes 2009 (2005 Command Shiraz)

### **'Excellent' category**

Langton's Classification of Australian Wine VII, VI, V, IV

## **2013 Brand South Australia Hall of Fame Inductee**

### **Top 100 Wines in the World**

Wine Spectator 2008 (#16, 2005 Ode to Lorraine)

Wine Spectator 2004 (#27, 2000 Command)

Wine Spectator 2000 (#43, 1995 Command)

### **Wines of the Year**

Decanter 2008

### **Top 100 Wineries in the World**

Wine & Spirits Magazine 2005

### **World's Best Shiraz**

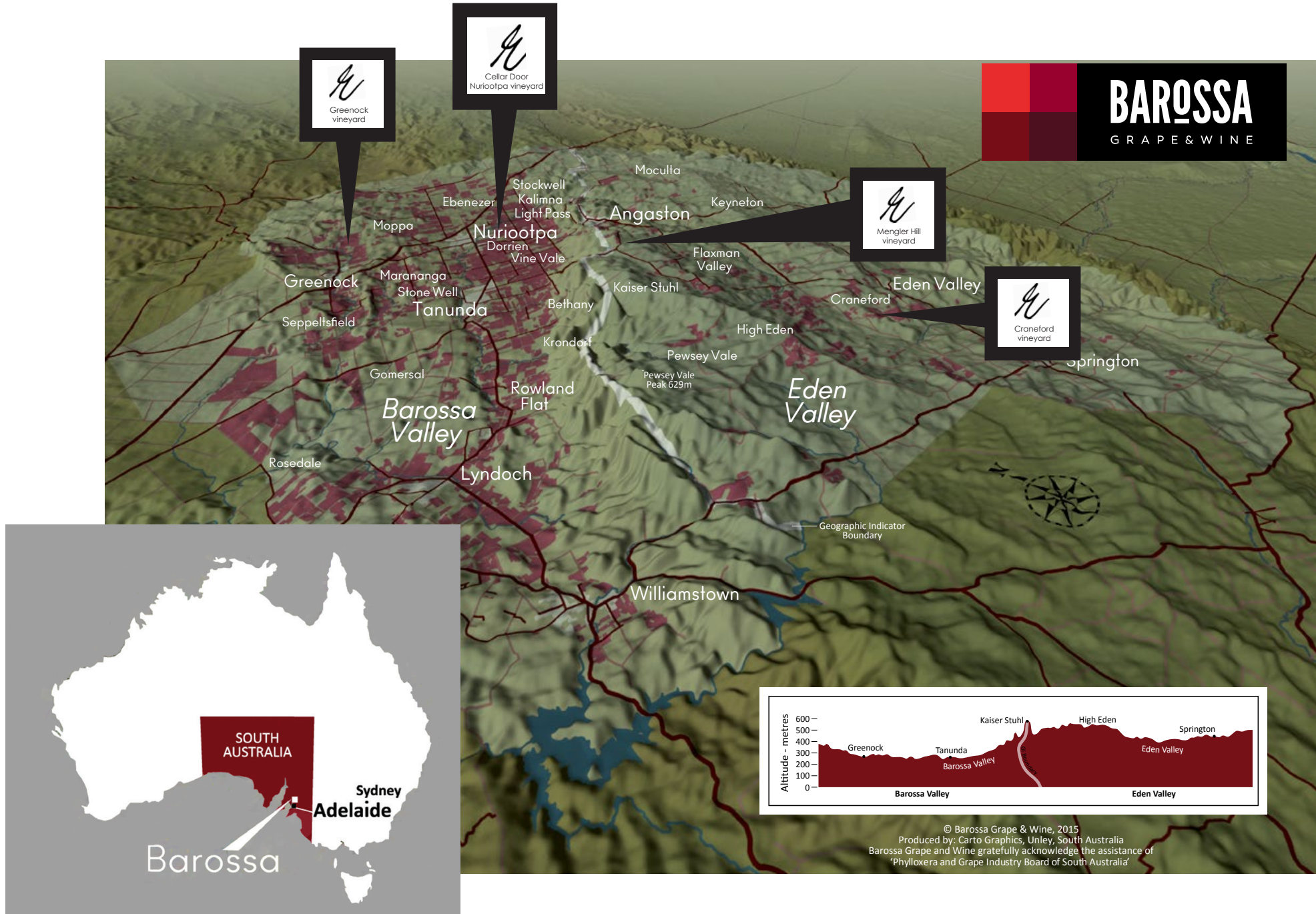
International Wine & Spirits Competition 2000 (1996 Command Shiraz)

### **Jimmy Watson Trophy Winner**

Melbourne Wine Show 1993 (1992 Estate Cabernet Sauvignon)







[eldertonwines.com.au](http://eldertonwines.com.au)

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