



### History

- Bleasdale Vineyards is the 10th Oldest Winery in Australia, founded in 1850
- Bleasdale is the 2<sup>nd</sup> oldest family owned winery in Australia. Founded by Frank Potts, this multi-generational family winery now has fifth and sixth generation family members involved.
- Bleasdale was the founding winery and vineyard in Langhorne Creek. Langhorne Creek is one of 18 wine regions in South Australia from the total of 65 wine regions in all of Australia. Langhorne Creek annual crush accounts for less than 5% of the entire crush in Australia. The region under vine itself is half the size of the Barossa, Australia a 5<sup>th</sup> the size of Marlborough New Zealand, and a 20<sup>th</sup> the size of Bordeaux, France.

### Climate/Vineyards

- Langhorne Creek sits on a natural floodplain. The rich, fertile soils benefiting from hundreds of years of silt deposits brought downstream during winter floods.
- Moderate maritime climate with Mediterranean influences, characterised by low winter rainfall with an average yearly rainfall of around 400mm.
- Cooling afternoon breezes from the Southern Ocean, cross nearby Lake Alexandrina which moderate the daytime temperatures, to provide welcome overnight relief to the vines over the growing season and summer months. As a result, the fruit retains good natural acidity and added complexity to the flavours.

### Wines/Winemaking:

- Style of wines produced in Langhorne Creek closely represents wines from Saint Julien in Bordeaux
- Awarded '5 Red Stars' from the James Halliday Wine Companion (Australia's most prestigious critic) every year since 2014, making eight successive years and placing Bleasdale Vineyards in the top 5% of Wineries in all of Australia.
- James Halliday has called Bleasdale the "Master of Malbec in Australia", a sentiment widely regarded by all in the wine industry in Australia and abroad.
- In addition, during the last decade Bleasdale wines across the range have been awarded 55 wine show trophies, over 200x gold medals, and is also the current Jimmy Watson Trophy holder – the most championed in Australia.
- Paul Hotker, Bleasdale Senior Winemaker, is also at the forefront of a regional trend to make fresher, more vibrant wines that suit varying cuisines and occasions. The wines are elegant and complex and represent the true elements this unique region has to offer - specialising in the varieties Verdelho, Malbec, Cabernet Sauvignon and Shiraz. Paul is a passionate, yet a humble ambassador for Langhorne Creek - he knows this 'quiet-achiever' region intimately, and his new wines and styles are taking Bleasdale, Langhorne Creek and neighbouring Adelaide Hills (this region is renowned for producing high quality cool climate varietals such as Chardonnay and Pinot Gris; also a part of the Bleasdale portfolio), to the next level.
- Bleasdale Vineyard wines are sold across all channels in the Australian market and now represented in close to 20 countries world-wide.

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