

THE BEST OF THE REGION from our family to yours

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www.salenaestate.com.au



WE ARE SALENA ESTATE We come to the family

- We are family owned by Bob and Sylvia Franchitto with daughter Salena and son Tyrone
- We are the 16th largest wine producer by volume in Australia
- We are one of the largest organic producers in Australia and are organically certified in Australia, China, UK and USA since 2009
- Our average annual production is 15,000 tonnes, with a 3-5 year target of 25,000-30,00 tonnes

- Our bottling capabilities are 7,000 bottle per hour across two bottling lines
- We sit on 520 acres of land under vine across two vineyards in the Riverland, South Australia
- We have great relationships with growers in some of the best South Australian regions such as Barossa Valley, McLaren Vale, Adelaide Hills and Coonawarra just to name a few
- Also offer bespoke contract bottling, private label and bulk wine services





FROM WHERE IT ALL BEGAN Our timeline, Our History

Bob and Sylvia start their company, BSF Fruits which is still the growing side of the winery today

1981

Salena Estate's first commercial vintage as a company

1998

Became certified organic with the ACO on 250 acres

2009

\$10 million expansion happening at the winery including a second bottling line, new de-palletiser and labeller, 3,000 square metres of additional storage added, brand new state of the art cellar door being built

2018

1974

Bob's father
Michael
introduces him
to the ways of
the land

1995

Bob and Sylvia's first crush as a hobby

2000

Starts
exporting to
China – now
our largest
market

2010-2017

Rapid growth and vi neyard expansion sought production double from 8,000 tonne to 15,000 tonne



FIND US

- Located in the heart of the Riverland wine region outside of the town of Loxton
- It is some 250km north east of South Australia's capital city Adelaide
- It is located along the River Murray
- It sits between 50m and 150m above sea level
- One of Australia's youngest and most dynamic and innovative wine regions
- The Riverland region has a warm, Mediterranean climate with sunny days and cooler nights
- Internationally, the Riverland is responsible for a major percentage of all Australian wines exported
- Domestically, the Riverland accounts for approximately half of South Australia's total crush, which is around one quarter of Australia's production of wine



HERE





Great Wine is Made in the Vineyard





We have 520 acres (208 hectares) under vine as well as purchasing fruit from local growers

PRODUCE



We have expert winemakers and lab technicians onsite keeping a close watch during vintage and throughout the year

DOMESTIC SALES



Our brands are available in a selection of bottle shops and restaurants across Australia



HARVEST

With our own harvesters, we can wait for the optimum time to pick our fruit



BOTTLE

We have two premium bottling lines which cater from 180ml to 121, bottles



EXPORT

We currently export to over 10 countries worldwide which is approximately 90% of our total production



ORGANICALLY GROWN Organically Made

- Produces 150,000 cases of organic wine annually, from 250 acres since 2009.
- Winery and bottling line are certified with Australia Certified Organic (ACO), IFOAM and NOP in the USA.
- 3 years to convert a vineyard from normal production to Organic production.
- Organic means the grapes are produced and the wine is made with no synthetic
- in-puts, artificial chemicals, pesticides, weedicide, fertilizers and GMO's.
- Sulphur dioxide is allowed but only in restricted amounts, to be Organic, wines must contain 100 parts per million or less, at Salena we use below 50 parts per million.
- The shelf-life of Organic wine should not be any different to that of normally made wines.

















OUR BRANDS Redefining the Standards of Quality











































BFR

The BFR is a limited release, one of a kind wine like no other.

This wine will vary from year to year as we only put in the best, whether it be a blend of 20 varieties or an outstanding year of one particular variety, you know you're getting the best the vintage had to offer.

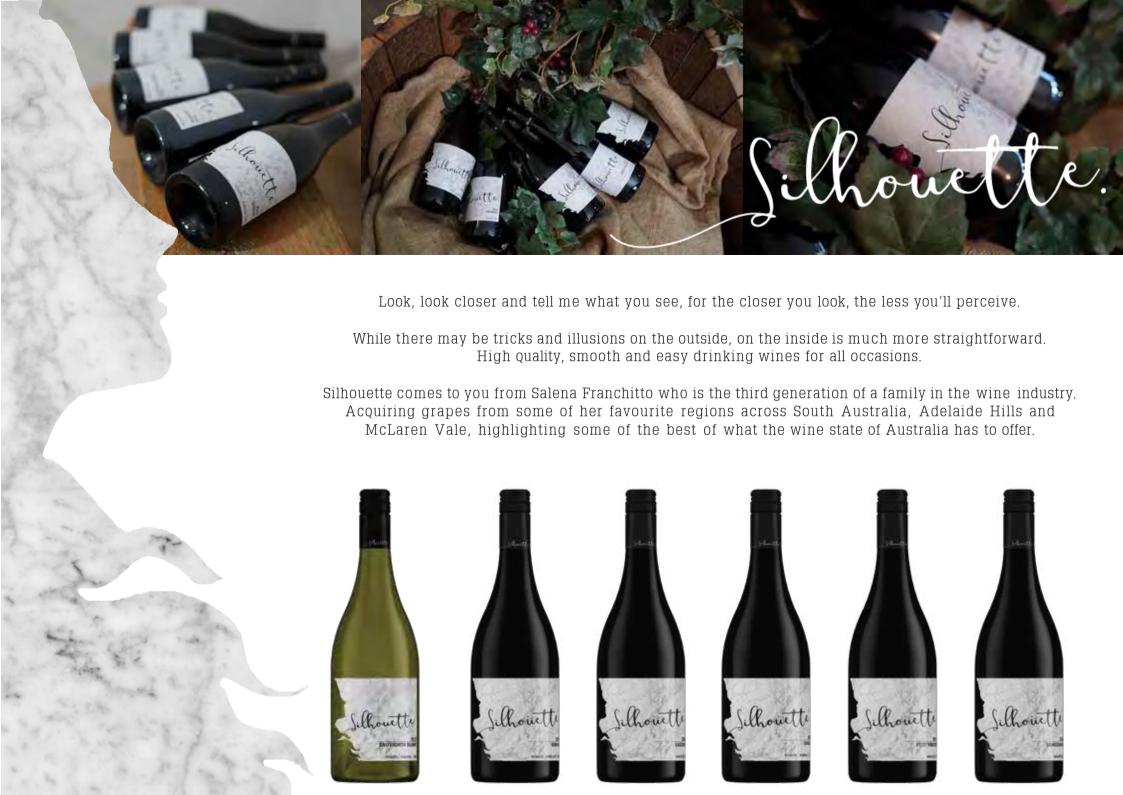
2016 produced a blend of Touriga, Lagrein and Cabernet Sauvignon.

With only a few thousand bottles produced annually, you'll want to get in on this one quick.

While its name has different meanings depending on who you ask, those on the inside know the truth.

Bob Franchitto's Red, Big Friendly Red and Bob's Favourite Red are all friendly adaptations but once you've tried it you know that it's a...

BIG F@#%ING RED!









SALENA

The Salena Organic range is named after the owner's daughter Salena.

Salena Estate has always been about bringing exceptional quality at an affordable price to a world-wide market, and this has followed on through to the organic range in a more natural sustainable way.





Black Label

As part of the Salena name sake range, the Black Label is out top tier wines in that range, comprising of rich full bodied reds and fresh and festive sparkling's.



Hounders Reserve

Bob and Sylvia Franchitto; both first generation Australians descended from Italian families, jointly founded their grape growing and winemaking enterprise in 1998. Thereby was brought together over a century of proud agricultural and farming heritage.

Today this company stands as a leader in the production of the highest quality wines - reflecting the most modern techniques and ancient ancestral traditions.

This Founders' Reserve wine represents the pinnacle of their achievements. This is a wine to enjoy and savour, as you explore the depths of its rich and full character.







Twisted Sticks represents the vines that form a protective canopy amongst each other by wrapping themselves together above the grapes. This protection allows the grapes to reach optimum level without fear. The more relaxed the fruit is and less damage caused to it results in better quality of wine which is brought to you.

These Twisted Sticks from near and far allow them to spread their protection wherever it is needed. We have adapted this concept under our new collection to bring you wines from all over Australia which are now under our protection.



















The series inception was in 2010 and the idea was to introduce different and alternative varieties to the wine country that built its reputation on Shiraz and Cabernet Sauvignon.

These old word varieties, with some dating back to Ancient Roman times, are being given a makeover. With Australia's rich and diverse climate, we are able to grow these tractional grapes in our own backyard. There are some heated discussions over the exact origins of some of these varieties, but who cares when they taste this good.

Red and white, light and heavy styles this collection has something for everyone. Stand out from the crowd and try something different, or better yet try your hand and the correct pronunciation of the varieties – it's amusing for everyone.



#GEN S A LENA

Welcome to generation Salena. What generation is that you ask? Whatever generation you are.

The generation who loves wine.

The generation who want wine in a new way.

The generation who are sick of being told what to like

And the generation who know what they like.

Bringing generations together... that's #genS!

Fall in love again with your favourites by crossing boundaries with colour you can see. Its serious wines for the fun generation with no more stuffy wine talk. Fun, simple, sophisticated and for everyone.

Life's more fun when you drink #genS so share the love online or by carrier pigeon #genSbysalena

Mwah mwah, Salena





Organically grown and produced with minimal intervention, these wines are well suited to the sunny soils from which it came.

From grape to glass, as naked as they can be.







The River Murray has been the life source of South Australia for as long as we've known, with each generation using it to connect in a different and unique way.

With summer days splashing in the river to drinking wines by the river that have been nourished by the river itself brings that connection full circle.

Turning the life source of South Australia into new life at Salena Estate.

Giving you wines that celebrate the best of SA, made in SA, from The Source of SA.



(about)

[Ex-PRESS-ion] is hand selected wines that express the best for each variety, region and terroir (soil). Find your favourite varieties in the way you know and love with a special Salena Estate twist. Express yourself in the way we are uniquely expressing Salena Estate.

837

(meaning)

- 1. [Ex-PRESS-ion] Capturing wines in their fullest moments, expressions of variety, region and terroir, ex-press #nofilter
- 2. Premium hand selected wines by the winemaker, to ensure only the best.

ex-PRESS •ion





TIMEKEEPER

Time Keeper tawny is an excellent example of traditional woodaged fortified wine. The nose exhibits aromas of toffee, plum, caramel and exotic spice against the warming scent of vanillin oak.

The palate shows a complex range of flavours including dark cherry sweet spice, plum and fruitcake. Smooth brandy spirit is also evident. There is a luscious residual sweetness, and oak maturation has added its own magical warming glow – a desirable characteristic of superior fortifieds.

This wine fills the mouth and envelopes the senses with its rich flavours and long, smooth finish, while sweet, it is not cloying and a balancing acidity leaves the palate fresh and clean.





BY SALENA





If there was ever a definition of labour of love, then this is it. Hand peeled lemons by the Franchitto family and then made on site at the winery shows the love that goes into every bottle. Expect fresh zesty lemon finished with a slight hint of sweetness. Serve straight out of the freezer neat or over ice, or really shake things up by pouring it over ice cream or turning it into a cocktail!





MAKING PREVIUM WINES For Over 20 Jeans

- 30 Trophies
- 200+ Gold Medals
- 1,000+ Silver and Bronze Medals
- Critical acclaim from across the globe























CONTACT US We'd Love to Hear From You



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