

COONAWARRA

Australia's **Red** Wine Centre



COONAWARRA

CELLAR DOOR MANUAL & GUIDE

EDITION 4

A NOTE FROM US

The Cellar Door Manual is a booklet designed to introduce Cellar Door staff to their training as well as being a reference to subject matter after training. It has been designed to improve your overall knowledge and quality of customer service.

This training manual forms an important part of your formal training programme. It will help to ensure consistency in presentation of content throughout the Coonawarra Wine Region. The manual will also ensure that all training information on skills, processes, and other information necessary has uniformity across the bar.

Collated by the Cellar
Door Committee

26 June 2013

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INTRODUCTION

Welcome to the fourth edition of the Coonawarra Vignerons Association Cellar Door Manual.

This manual was the inspiration of the original Local Promotions committee (now known as the Cellar Door Events committee) of the Coonawarra Vignerons Association. This is a group of Cellar Door Sales people who took on the day-to-day organising of the Cellar Door events in our region.

It became obvious that not only was good customer service an integral part of our job, but also a good working knowledge of generic Coonawarra information.

This knowledge covered such topics as history, climate, soil structure, growth of the vine and wine making practices.

History, climate and soil are features of our region which are reasonably generic to everyone with some slight variations depending on location and yearly variations in climate.

The committee saw the need for everyone to understand the features of our region and to be able to interpret them consistently for the public. There were occasions when newcomers to the district interpreted the climate as they saw it over the years when it was atypical.

Vineyard and winemaking practices can vary dramatically from one winery to the next, so this domain is the responsibility of the individual wine company's training programme. This Cellar Door Manual addresses some of the more generic practices, but each winemaker can teach their staff about more specific wine making and viticultural differences.

*Wendy Hollick,
Hollick Wines*



CUSTOMER SERVICE GUIDELINES

Remember that you are providing a total visitor experience within our region. People generally visit wineries to:

- Have a good time
- Learn a bit more about wine generally and the particular winery and wine region they are visiting
- Taste wines and perhaps buy some.

As members of an industry, it is expected that we conform to a level of standard that is expected by wine tourists. You will need to possess the following attributes in order to be a successful wine ambassador:

- Good communication skills
- Good local knowledge
- Good vineyard and product knowledge
- Empathy – put yourselves in the shoes of your visitor.

When a customer enters your premises they will become aware of their surroundings. The ambience created by your cellar door, and further the whole wine tourism experience, is based on engaging the customer's senses. Sight (cleanliness, neatness and presentation), sound (background music, other sounds like glass washer working or harvester), smell (coffee machine, perfume or wood fire), taste (wine, coffee or local produce) and feel (warm cellar door in winter or cool in summer), all contribute to create the ambience of your cellar door. The customer might experience these things subconsciously or consciously. Your cellar door becomes familiar to you, particularly if you have worked in that environment for many years. Please consider each of these senses from the perspective of the customer and be aware that you might be in a "comfort zone" that dulls your own perception of these.

The five basic rules of service

1. Smell and taste your wines regularly
2. Clean spittoons regularly
3. Pack away dirty glassware immediately after it's finished with.
4. **Never** wear perfume
5. Enter the Cellar Door premises through the same door as the customer and if it's dirty, clean it.

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Customer Service and Social Media

We are living in a rapidly changing world. The rise of social media has meant that a wine experience both good and bad can be reported to the world by a customer immediately after they have visited your premises. You won't have a chance to reverse this if it is negative.

For this reason it is really important that, whether you engage yourself in social media like Twitter and Facebook or not, to be aware of the impact that these have on any customer service industry. Do not underestimate how powerful this medium is!

Here is a list of Do's and Don'ts of Customer Service and also concerning social media.

DO

- Remember that you are an ambassador for our region and everything you do reflects that.
- Be sure that your knowledge of the region, viticulture and wine products is up to date and accurate
- Be kind and respectful of other businesses and people in the region
- Be aware of cultural and religious differences
- Become aware of social media and the role it plays in wine tourism
- Be genuine

DON'T

- Assume anything about a person due to their appearance
- Lie
- Say anything derogatory about others in our region
- Dispute a wine fault if the customer thinks there is one. Just *cheerfully* open another bottle
- Be rude
- Be overbearing or pushy

Visitor satisfaction, positive 'word of mouth' and social media

If any of the components of a visitors stay do not meet their expectations, or are poor quality, the experience as a whole is downgraded and the wider region suffers. With repeat visits and "word of mouth" recommendations being the most important motivators for tourists, a poor experience, with for example dining – may overshadow the best efforts of the cellar door staff. Please be aware that you are being evaluated every time you serve a customer. If they walk out the door satisfied then you have done your job properly!



CUSTOMER SERVICE POLICY

As a representative of your company and the Coonawarra Wine Region the highest level of customer service should be provided to every visitor that enters your site. Our success as a region is dependent on not only our quality wine and produce, but the service we provide. As a cellar door employee you will aim to meet the following requirements:

- Be courteous in all circumstances and accurate in information given
- Acknowledge all customers promptly and in a friendly manner
- Show consideration for the needs of customers
- Be accountable for the quality of service you deliver.

FAQ'S IN THE CELLAR DOOR

1. What grape variety is Coonawarra most famous for?

Cabernet Sauvignon, however many other varieties are suited to our terroir.

2. Where does the Terra Rossa Soil start and finish (the cigar)?

The Terra Rossa soil forms a cigar shape from Penola to just north of the Coonawarra Township. It is approximately 27 kilometres long, averages 1.8 kilometres in width and covers 4,820 hectares.

3. Why is the Terra Rossa soil red?

It is red due to the clay particles being blown in from the Maaoupe plains, Kangaroo Island, Adelaide Hills and under oxidising weather conditions, Iron Oxide (a component of the soil) turns a rust/red colour.

4. How old is Coonawarra and when were the first vines planted?

John Riddoch advocated the subdivision of large estates for fruit and vine growing in 1890. The first vines were planted on the Katnook property in 1890.

5. Where can we view the soil profile?

You can view the soil profile at DiGiorgio Family Wines, Katnook Estate, Hollick Wines and at Balnaves of Coonawarra.

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6. Does machine harvesting damage the vines?

Machine harvesting is an efficient way of harvesting grapes. When vines are mature enough they can easily withstand the vibration of a machine harvester. Select vineyards and parcels of fruit are handpicked in the region.

7. When do you harvest the grapes?

We harvest our grapes in Autumn. The height of vintage is usually March/April.

8. Are the even years the ones to look out for when purchasing wines?

Whilst we have had some notable even years such as 1998, there have been many exceptional vintages over uneven years.

9. Why are there roses at the end of the vines?

Historically they may have been used for the purpose that roses are susceptible to the same diseases as vines so they were used as an indicator. Today, they are purely for aesthetics.

10. Which is the oldest winery?

Wynns is the original winery opened by John Riddoch in 1897, which Wynns purchased in 1951.

11. Can you please give me a verbal description of where the Coonawarra boundaries are?

The boundary starts south of Penola and extends approximately 2kms west of the highway and east across to the state border in parts. It finishes north of Coonawarra just beyond Kidman Wines south of the Wrattontully turnoff. See map on page 14 for reference.

12. When were most of the vines planted in the region?

There were two distinct periods of growth in the 1970s and 1990s.

13. Where do we get our water from and how deep is it?

Our water comes from an underwater aquifer and at an average depth of 5-6 metres.

14. How many hectares are planted in Coonawarra?

5,862 hectares

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15. Why doesn't Coonawarra make many fortified wines?

Coonawarra is a cool climate region and fortified wines are generally more suited to a warmer climate.

16. Hand pruning vs. machine pruning?

Both are practiced in Coonawarra depending on the wineries choice. Some do both. It is important to remember that machine pruning vineyards are also followed up by intensive hand pruning where further selections of bud numbers and pruning strategies are undertaken.

17. What is the Limestone Coast?

The Limestone Coast is the name given to the geographical and tourist region of southeast South Australia. It encompasses the towns of Bordertown, Keith, Millicent, Penola and Naracoorte, the coastal regions of Beachport, Kingston SE and Robe and the winegrowing regions of Coonawarra, Padthaway, Wrattenbully, Mount Gambier, Cape Jaffa and Mount Benson. It is known as the Limestone Coast, as for more than 25 million years, the area consisted of a series of submerged coastlines that were developed by the formation of limestone. The area now consists of limestone caves and sinkholes, which along with the soil types present, has been credited with the success of the region's wine and agricultural industries.

HISTORY OF COONAWARRA

1800s

1861	John Riddoch arrived in Penola, purchased Yallum Park and gradually acquired 100 square miles of surrounding lands.
1890	Riddoch announced the establishment of the "Penola Fruit Colony", 5 miles north of Penola, and subdivided a large parcel of his land into 10 acre blocks. He planted his first commercial vineyard on the original Katnook land.
1891	The original colonists had to plant at least one third of their new blocks to fruit produce. The first major plantings were made with over 10,000 fruit trees and 90,000 vines. Riddoch required that vineyards were planted with one third Cabernet Sauvignon and two thirds Shiraz, as he realised these varieties would best suit the area.
1895	Riddoch began to build a winery to process the grapes grown in the region.
1896	20,000 gallons of wine were made in the Katnook Woolshed.
1897	The Penola Fruit Colonists' Association decided on the name 'Coonawarra' for the new township and settlement.
1899	There were 877 acres of vines (181 Shiraz, 110 Cabernet Sauvignon, 30 Pinot Noir, 27 Malbec) growing on Riddoch's and 26 block owners' land.

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1900s

1901 - 1910

John Riddoch died at Yallum, aged 73.

William (Bill) Redman and brother Dick arrived in Coonawarra and began working at the Riddoch winery and vineyards.

A major slump hit the market. Growers sold grapes for as little as 15 shillings a ton, or fed them to pigs. With the increasing amount of unsold wine, Riddoch's executors installed a 'Pot Still' to make brandy.

In 1908, the Redman family bought a 40 acre block of Riddoch's Estate. Most of their wine produced was sold in bulk to Tolleys in Adelaide.

1910 - 1918

Riddoch's winery continued to make Brandy from the wines they produced.

1919

Chateau Tanunda bought Riddoch's winery and vineyards to expand them and make more brandy.

1921 - 1929

Chateau Tanunda sold up to Adelaide distiller Milne & Co (who made brandy until 1946).

The Redmans sold wine to Woodleys in Adelaide, under the name Woodley's St Adele Claret (nationally and internationally acclaimed – no mention of Coonawarra).

1930 - 1944

The SA Government offered a subsidy of £4/10 an acre to rip out vines and return to grazing land. The vine plantings were reduced from 900 to 300 acres.

Redmans were still the only winemakers in Coonawarra making a table wine for most of this period whereas everything else was distilled.

The lack of demand for grapes reduced plantings to around 130 acres.

1945 - 1950

Woodley's Wines purchased the original winery from Milne & Co, and re-named it "Chateau Comaum". Bill & Owen Redman were appointed managers. The winery was once again used for wine production.

Eric Brand came to Coonawarra and married Nancy Redman (Owen's sister). He purchased 59 acres from the Redmans.

1951

Samuel and David Wynn from Melbourne, bought Chateau Comaum from Woodleys, and started the now famous Wynns Coonawarra Estate label.

Redmans sold bulk wines to Hardys, Yalumba, Reynella, Leo Buring, Lindeman's and Woodley who produced the Treasure Chestseries.

1952

Redmans released their first wines under their own label, Rouge Homme.

1955

Mildara acquired 30 acres for the unheard of price of £100 per acre.

1957

Penfolds purchased a 40-acre block of land for £340 per acre.

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1900s continued

- 1962 - 1963 Mildara built a winery and made the famous Peppermint Pattie.
At this time, there were three wineries in Coonawarra and around 300 acres of vineyards.
- 1965 Lindeman Wines purchased the Rouge Homme holdings (and name) from the Redman family.
Owen Redman bought 30 acres of old vines to start the 'Redman' label.
- 1966 Eric Brand established Brand's Laira Coonawarra.
- 1970 Wine drinking in Australia started to flourish - as did Coonawarra.
- 1971 Hungerford Hill purchased a 160 hectare vineyard managed by Doug Balnaves.
- 1971 Kidman Wines (originally called 'Terra Rossa', a company set up with Dan Murphy), was established.
- 1972 Bowen Estate was established by Doug Bowen who worked at Chateau Reynella and Lindeman's until his first vintage in 1975.
- 1974 Rymill Coonawarra was established by Peter Rymill, the great grandson of John Riddoch.
Leconfield Coonawarra was established. Sid Hamilton bought dairy land on the recommendation of Bill Redman. Sid is a descendant of Dr Richard Hamilton (the first person to make wine in SA).
- 1977 Coonawarra won its first Jimmy Watson Trophy with Wynns 1976 Coonawarra Estate Black Label Cabernet Sauvignon.
- 1978 Petaluma was established.
Mildara and Wynns began large scale planting and introduced mechanical harvesting and pruning.
- 1980 Katnook Estate was established. The vast shearing-shed was the original woolshed and wine store from the Riddoch empire.
- 1981 Rosemount was established.
- 1982 Ladbroke Grove Wines and Zema Estate were established.
- 1983 Hollick Wines was established.
- 1986 Highbank 'Coonawarra Artisan' was established.
- 1988 Parker Coonawarra Estate, Penley Estate and Punters Corner Wines were established.

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1900s continued

- 1990 Balnaves of Coonawarra and Banks Thargo Wines were established.
- 1991 Majella Wines was established.
- 1992 Koonara Wines was established.
- 1998 Yalumba Coonawarra Estate 'The Menzies', Blok Estate, Reschke Wines and Jim Barry Wines were established

2000's

- 2002 DiGiorgio Family Wines was established.
- 2003 The Australian Geographical Indication "Coonawarra" was entered in the Register of Protected Names.
- 2004 Patrick of Coonawarra was established.
- 2006 Coonawarra Wine Gallery (featuring Lindemans, Mildara, Rouge Homme, Jamieson's Run and Penfolds labels) and Raidis Estate were established.
- 2007 Hundred of Comaum was established.
- 2011 Coonawarra Jack Winery Pty Ltd was established.

Sources:

'Coonawarra the history, the vignerons & the wines'-James Halliday 1983 – Yenisey PTY Ltd Sydney

Peter Rymill – Rymill Coonawarra

Mal and Bruce Redman – Redman Wines

coonawarra.org

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THE TERROIR OF COONAWARRA

Definition of 'Terroir'

Terroir is a French term used in reference to the interaction of a vine with the soil and climate.

Coonawarra and the famous Terra Rossa Soil

Whilst Terra Rossa is found in a number of Australia's grape growing regions, the Limestone Coast is considered unique and the ideal partner to the variety Cabernet Sauvignon. This is due to its elevation and limestone bed-rock which has a high mineral and nutrient content.

Coonawarra's Climate

Coonawarra is a 'cool climate' wine region with a Mediterranean climate meaning cool winters and warm dry summers. A cooler climate wine region generally produces grapes with more complex flavours as they have longer to ripen but lower yields.

The average daily winter temperature is 9.8C.

The average daily summer temperature is 18.8C.

Source: coonawarra.org

COONAWARRA FACTS & FIGURES

Total Coonawarra Plantings

Coonawarra now has about 7% of the South Australian wine industry vineyards. There is a total of 5,862 hectares under vine.

VARIETY % PLANTINGS

- Cabernet Sauvignon 58%
- Shiraz 20%
- Merlot 7%
- Chardonnay 3%
- Riesling 3%
- Sauvignon Blanc 2%

Other varieties include Cabernet Franc, Malbec, Petit Verdot, Pinot Noir, Semillon and Viognier.

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VITICULTURE – SEASONAL GROWTH



Bud Burst

The leaf tips emerge from their dormant winter buds in mid-September. They are very susceptible to insect damage; one insect can destroy the entire shoot.



Leaf Separation

Several leaves have developed by early October, and a green tinge becomes apparent across the vineyard. They are very tender, and can easily be damaged by spring frosts.



Inflorescence

With luck, in mid-October, two inflorescences, or new bunches, appear on each shoot providing the potential for an ample crop. The shoots experience a growth spurt, which makes them sensitive to wind damage.



Flowering

The flower caps colour, swell and fall in early November. Clement weather is required for the flowers to pollinate successfully and for viable berries to develop. Adequate soil moisture and nutrients are also essential.



Fruit Set

By late December, the pea-sized berries have set and the bunches are heavy enough to hang downwards. With the onset of summer the worst of the frosts are over and an estimate can be made of the forthcoming crop.



Ripe Fruit

Veraison (when the berry changes colour from green to red in red varieties and from bright-green to yellow-green in white varieties) usually occurs in February. In veraison, the berries soften, the fruit acidity decreases and glucose and fructose increase and the tannins start to form. As the berries ripen in March-April they become susceptible to botrytis and rain damage. The fruit is then picked and taken to the winery for processing.

Source: Rymill Coonawarra

VITICULTURE – WHAT HAPPENS IN THE VINEYARD AND WHEN

Winter

In winter, the previous season's leaves fall from the vines and dormancy commences. The first operation to be tackled is pruning. The hard work is often done mechanically with an over-the-row barrel pruner. This is followed up manually to ensure that the correct amounts of buds are left on each vine. Alternatively the whole pruning job can be done manually. After pruning, the severed canes are often mulched, and return to the soil. Modest amounts of other fertilisers, such as guano (bat droppings) are applied to prepare the vines for the forthcoming growing season.

Spring

As the weather warms in spring it is necessary to apply organic sprays to prevent fungus outbreaks. Powdery Mildew (*Uncinula necator*) is often controlled with natural sulphur powder. Light Brown Apple Moth caterpillars (*Epiphyas postvittana*), which can be highly destructive, are also often eliminated with a spray comprising a naturally occurring bacterium (*Bacillus thuringiensis*) that does not harm the myriad of beneficial insects in the vineyards. Another major springtime task is controlling potentially devastating frosts, several of which can occur each year. They must be predicted, monitored and prevented. This is often achieved with overhead sprinklers, through which water is pumped from the aquifer. If the vines can be kept wet their temperature will not fall below zero, and damage will not occur.

Summer

In summer attention must be paid to the vines' leaf canopy. New canes are often lifted and held in place with high trellis wires, and any left hanging are trimmed. This allows the crop to be exposed to the sun and air, which enhances ripening and minimises disease. Soil moisture is monitored with neutron probes, and drip irrigation is applied if necessary. Grasses are maintained between the vine rows that must be grazed or mown. Australian native grasses are proving successful and include wallaby grass, windmill grass and kangaroo grass.

As the crop ripens, the berries become attractive to predatory birds. Crows may cause the most damage but their visits are discouraged by the detonation of gas-powered scare-guns. Starlings are not a problem, due to our sustainable viticultural practices. The exclusion of chemical insecticides encourages beneficial insects on the vines, which starlings prefer to grapes.

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Autumn

Autumn is the climax of our viticultural year. The crop is ripening, and weather forecasts are observed closely, as untimely rain could prove disastrous. The logistics of the forthcoming campaign are planned precisely. Berries are regularly monitored for their sugar and acid content and winemakers graze through the vineyards to assess their developing flavours and determine the optimum date of harvest.

Usually the mechanical harvester enters the vineyard during cooler temperatures, straddling the vine row so that its two banks of shaker-rods come into contact with the vines. The operator harmonises their amplitude and frequency to the resonance of the trellis, so that each berry is vibrated from its individual stalk. They are then deposited in an accompanying trailer and taken to the winery. Each vine takes only three seconds to harvest, and all grapes will travel from trellis to tank in a very short time. Combined with the low overnight temperatures, mechanical harvesting ensures the fruit is delivered to the winery in peak condition. Alternatively the fruit can also be handpicked.

Source: Rymill Coonawarra

WINEMAKING – WHITE AND RED WINE

Key to making both red and white wines is for the winemaker to decide when the flavour of grapes is right for the style of wine that is desired. While the sugar level (normally measured by the density of the grape juice as baumé or brix) is an indicator of the alcohol level that will be produced, it is the flavour ripeness of the grapes, their skins and seeds which are keys to quality. One of the basic differences in the process of red and white wines is that with whites, the grapes are usually pressed as soon as they arrive at the winery, whereas reds require time in contact with the skins to extract colour, flavour and tannins.

White Winemaking Process

- In Coonawarra, white grapes are usually harvested at night, or in the early morning. The cool temperature slows the oxidation of the fruit, allowing for less sulphur dioxide (SO₂) to be used and less energy required to chill the resulting juice.
- On arrival at the winery, the fruit is weighed, analysed and assessed. The winemaker may elect to crush and destem to a press or whole bunch press without crushing and additions may be made to aid the process. Pectolytic enzyme may be added to help pressing and clarification and sulphur dioxide is monitored and adjusted to prevent oxidation.

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- During pressing, the winemaker monitors the flavour of the juice to determine the levels of tannins or phenolic flavours that are being extracted to decide between 'free run' juice and 'pressings' juice. Free run is the finest juice, but although pressings can be more tannic, they have good flavour which may be beneficial in a later blend. The winemaker may elect to alter the tannins of the juice through fining or adjust the acidity through the addition of tartaric acid.
- Juice may be clarified before fermentation, either through natural cold settling for a number of days, or mechanically through a centrifuge.
- Clarified juice is warmed and inoculated with a yeast type that will add the aroma and texture that the winemaker wants. Fermentation will usually occur in stainless steel tanks for more aromatic varieties such as Riesling or Sauvignon Blanc or oak may be used for fuller bodied styles such as Chardonnay. Some winemakers may choose to allow the wine to ferment with naturally occurring yeast. Temperature and the decrease in sugar are monitored at least daily during fermentation and most white wines would be fermented at 10-18°C to control the fermentation rate. A typical ferment would take two to three weeks for all the sugar to be fermented. The winemaker monitors the ferment to ensure that there are no 'off' odours being produced and may add nutrients to ensure the ferment remains fresh and healthy. The winemaker may choose to retain some residual sugar in some varieties.
- Following fermentation, aromatic varieties are clarified quickly to maintain their vibrancy, while fuller bodied wines may be allowed contact with the yeast lees to add mouthfeel and complexity. Barrel matured wines may have their lees stirred periodically, and removed from oak when enough oak flavour is extracted.
- Before a white wine is bottled, it is usually stabilized by removing protein with bentonite and by removing crème of tartar by chilling it to close to its freezing point. This ensures that the wine will not produce crystals if placed in the refrigerator or produce a haze if allowed to get warm. The winemaker may choose to finally adjust the palate through the addition of fining agents. Filtration would normally complete the process
- The wine is bottled and warehoused for later sale.

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Red Winemaking Process

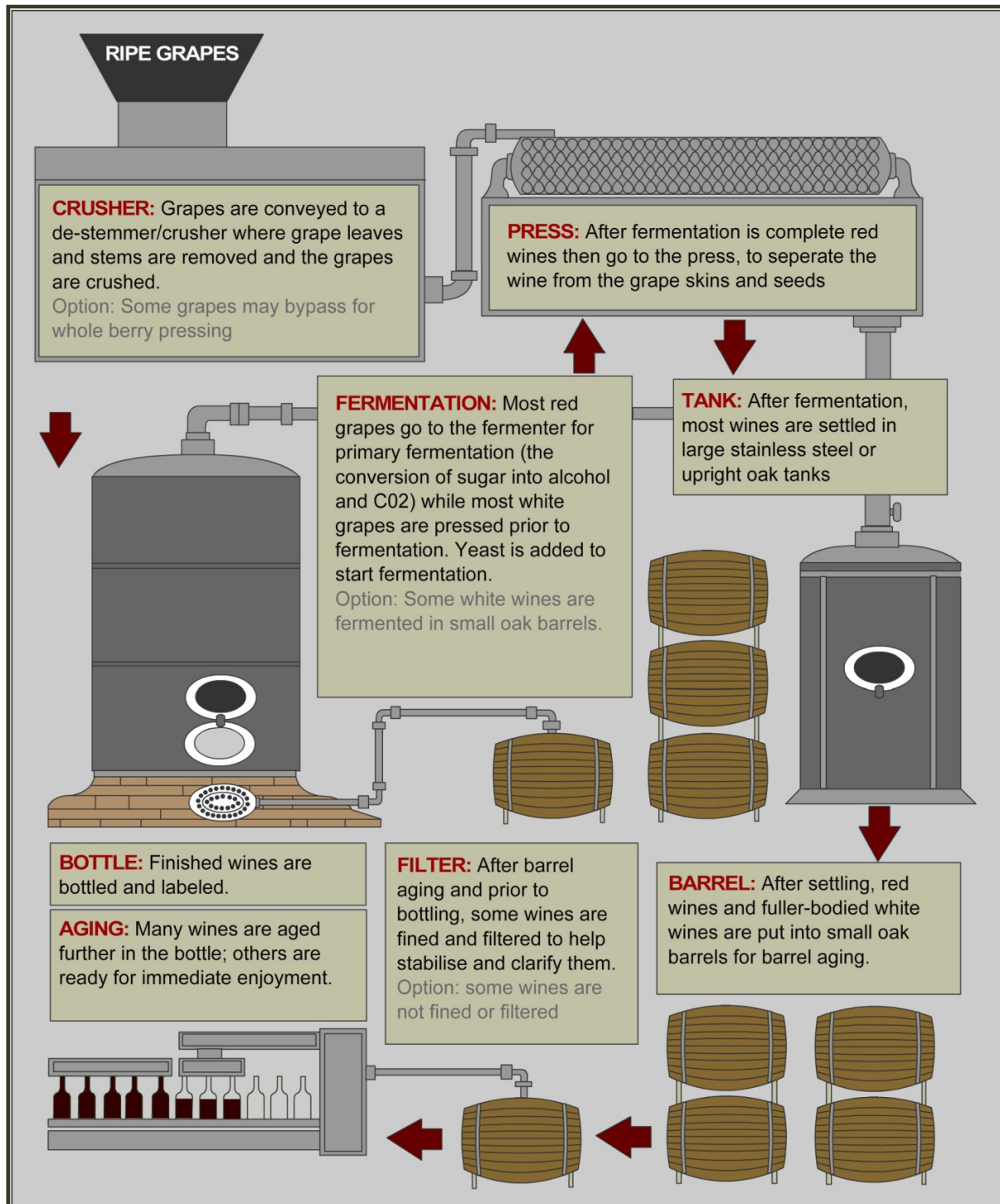
- When the grapes are at the desired ripeness level, the fruit is harvested.
- Selected yeast is added to the Must (grape juice) to start the fermentation process and additives (e.g. acid, tannin, enzymes) are used to aid fermentation. This assists in turning the grape juice into alcohol and getting a good balance in the wine.
- Colour, flavour and tannin are extracted from the red grape skins by pumping the juice over the skins several times a day. This keeps the skins moist.
- The ferment is usually kept at a desired temperature between 18 - 32°C.
- After five to six days, most of the grape sugar has become alcohol, so the wine and skins are run into a press. The wine and the pressings are transferred in bulk storage tanks or into barrels. Malolactic fermentation bacteria are added to allow the wine to 'ferment out' the last few grams of sugar, and create softer acids. Malolactic fermentation is a secondary fermentation.
- Once malolactic fermentation is complete, the wines are cleaned up by a 'racking' process, transferring the wines from one tank or barrel into another, leaving behind the sediment at the bottom of the tank.
- Further adjustments to the wine with SO₂, pH or acidity (TA) may be made to the wine before it goes into oak barrels, for maturation of six months up to three years.
- When the flavour of the wine reaches the desired flavour balance, the wines will be emptied from barrels, carefully blended together, filtered ready for bottling and packaging, then off to the warehouse ready to sell.

Source: Brett Sharpe –Winemaker

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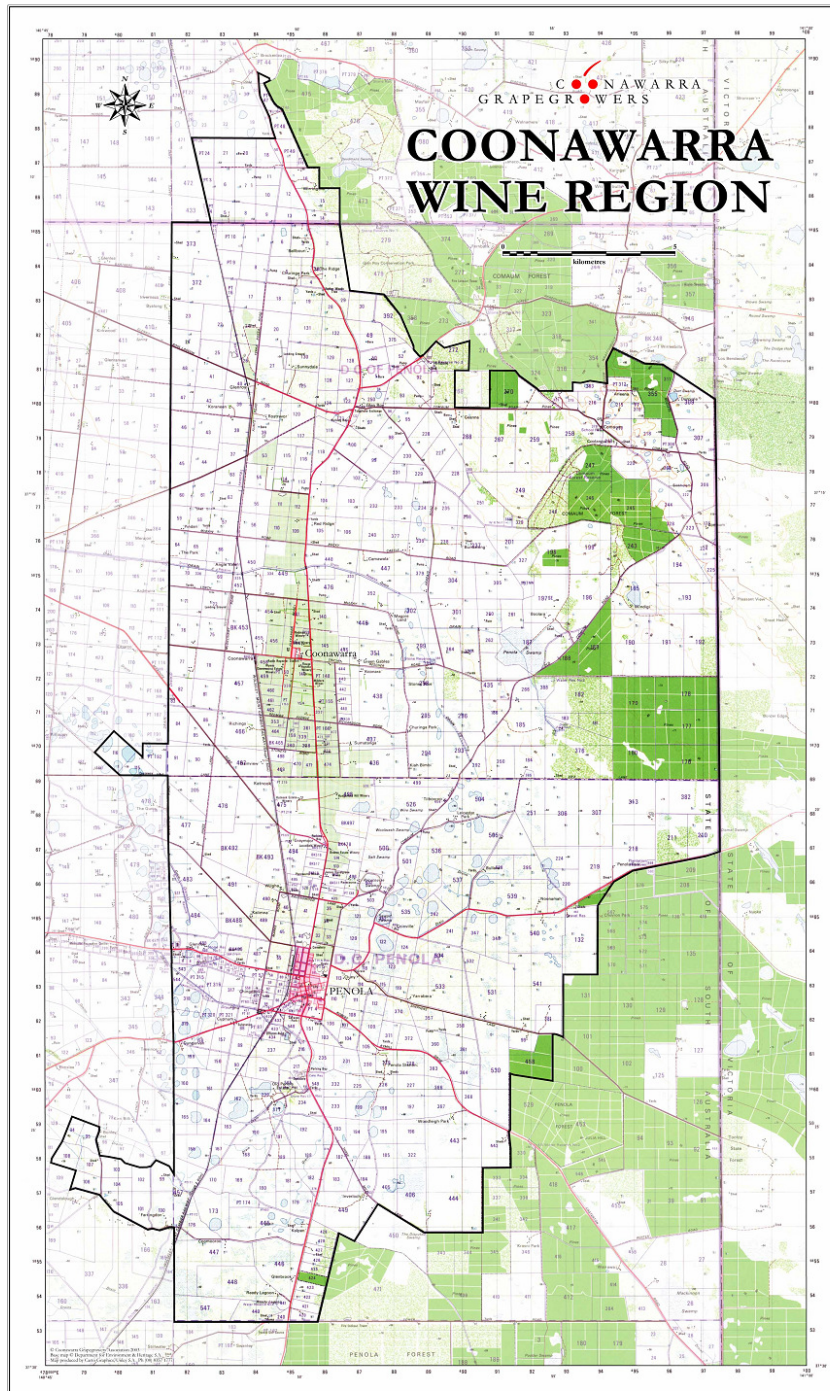
WINE MAKING DIAGRAM



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COONAWARRA WINE REGION MAP



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PHYLLOXERA – REDUCE THE RISK

Phylloxera [fihl-LOX-er-uh] is a tiny aphid like insect that attack the roots of grapevines. Phylloxera sucks the nutrients from the roots and slowly starves the vine, creating a dramatic decrease in fruit. It does not affect the taste of the resulting wine but, eventually, replanting is required.

South Australia is a declared Phylloxera-free state. The phylloxera insect is a significant threat to the health of Coonawarra's vineyards. Visitors are asked to observe signs at all times and not to enter vineyards without permission.

CHECK LIST FOR CELLAR DOOR SALES

- Provide training for Cellar Door sales staff and tour operators including information on phylloxera protocols. This includes:
 - ✓ Being aware of and actively managing the involvement of visitors
 - ✓ Using signage particularly at the main entrance, cellar door entrance and adjacent vineyards that require permission for access
 - ✓ Restricting access where possible with fences and locked gates
 - ✓ Providing gravel or sealed driveways and hard stand car parks that are remote from vineyards and unshaded
 - ✓ Providing information and resources to visitors about the risk and consequences of spreading phylloxera
 - ✓ Running guided tours rather than allowing unsupervised entry. Discouraging activities like picnics and taking photographs among the vines
 - ✓ Where appropriate, providing footpaths or footwear washing facilities
 - ✓ For special events, seeking advice from PGIBSA on how to minimise risk and use the opportunity to educate visitors.
- Make sure all staff know the names and locations of phylloxera infested regions in Victoria and NSW. Contact the Phylloxera and Grape Industry Board of South Australia Prevention Protocol for more detailed information on (08) 8362 0488 or at www.phylloxera.com.au.

Sourced from the Phylloxera and Grape Industry Board of South Australia

**Manual collated by the Cellar Door Events Committee
June 2013**