



POOLEY WINES

Newsletter 4
Spring 2009

“Buongiorno!” Welcome to this edition of the newsletter. It won't be long now before the warmth of spring arrives, and aren't we all looking forward to that? In the meantime, grab a nice bottle of Pooley Pinot and enjoy a cosy night in front of the heater while reading the latest 'Pooley Wines' news.

In this issue we catch up with what's been happening in the vineyard and winery. We also tracked down Matthew Pooley for a quick chat about how he got into winemaking in the first place, and what was the motivation in moving from sheep and cattle farming to growing grape vines and making wine. Finally we will talk about the New Release Wines and how they compare to other vintages. So sit back, relax and enjoy this issue.

AROUND THE VINES and WINES

Matt and his team braved the winter elements and have been busy pruning and tying down the vines in preparation for bud burst over the next few weeks. The heavy winter rainfall has made it impossible to get machinery into the paddocks. Therefore, the establishment of the new block at the 'Belmont Vineyard' will now be put on hold until next year. At 'Cooinda Vale' the winter rains have brought with them some much needed sub soil moisture which is great news for the summer months ahead. The valley has had more rain during the past two months than has been recorded in the past year. Has the drought broken? We hope so!!!!

In the Winery, all the whites have now been bottled and are in storage, the red wines are in barrel waiting to be bottled in December. The 2009 wines are all looking really good. However, there will not be the volume compared to previous vintages. The lack of water last year and a cold snap during flowering time contributed to low yielding vines. The flavours, however, were fairly intense and expectations are high for another fantastic vintage.

During August Matt and John went to Melbourne as part of the "Tasmania Unbottled" Road Show. Feedback from the day was very positive. There was much interest in the wines from the retail and wholesale trade, and we are now beginning to build a strong market in Victoria, so keep an eye out for the wines in restaurants and bottle shops around Melbourne.

The Cellar Door has just completed the Accreditation process with the Tourism Council of Tasmania. As an accredited business we now have access to the many benefits associated with membership. Eg, New road signage, electronic logos and business promotions, inclusion on the Tiger Tours web site and Government recognition.

WINE REVIEW: **2007 Pooley Coal River Pinot Noir** Cellar Door price: **\$35.00**

Alc/Vol: 14.4%

A lovely creamy wine with all its components in perfect balance, lovely cherry-plum fruit, drying tannins, good acid and length.

Awards:

- Top Gold 5 Stars Wine State Magazine 2009 Regional Tasting. Top Tasmanian Pinot Noir from 30 tasted.

- Gold Medal and Trophy for BEST AUSTRALIAN DRY RED 2009 Rutherglen Wine Show Victoria
- 94/100 James Halliday 2010 Wine Companion Book 'good hue, a complex offering of savoury/spicy/forestry/stemmy aromas and flavours, along with ripe red fruits. Good length and mouthfeel.

1996 Pooley Riesling -

Winner of the BEST MUSEUM WINE TROPHY at the 2009 Tasmanian Wine Show

Unfortunately we no longer have this wine available for sale. However, we are very proud of this wine. It is a terrific indication of the cellaring ability of our Rieslings. This wine beat all the Aged Reds as well. When next purchasing a Riesling it is worth buying an extra one to tuck away and enjoy in a few years.

The Pooley Family are making final preparations for their trip to Italy. Leaving in September Matt will be heading straight to Tuscany to begin work at 'Castello de Gabbiano' for 4 weeks making the 2009 vintage and working with his sister Anna Pooley from Wolf Blass in South Australia. This will be a great experience and lots of fun. The rest of the Pooley family will be joining them later in the month for some fine Italian food and wine!!!!!! Expect more news from this trip in the next edition.

We quickly caught up with Matt as he was packing his bags to ask him a few questions ...

Why did you become a viticulturalist/winemaker?

Because I love the outdoors, the challenge of working with nature, being my own boss, the characters/people I get to meet in the industry, the opportunity to travel the world, the challenge of building a strong and successful family business, and the enjoyment and satisfaction of making a good wine.

What is your career highlight so far?

Travelling to Italy to do a vintage this year, and wine judging at the Hobart Wine Show

How important is family to the winery?

The family is very important to the business because it is our name and our strength comes from each member of the family. It brings everyone together as we work toward the same goals.

One grape variety- what would it be?

Pinot Noir. This variety is so expressive and reflective of its true terroir. Internationally recognised and understood, hard to handle and tame, versatile in styles and really fascinating.

Your last day on earth- what's your last food and wine combination?

Nice thickly topped wood fired Pizza with an old bottle of Coinda Vale Pinot Noir.

Tasmania has had a very wet winter, what is the feel amongst local vineyards?

Great. The sub soil has been refilled. The roots will have plenty of moisture. We hope for fine warm weather which may mean we have excessive growth this season; we will have to be on the ball with our canopy management.

What will we see from you next?

Making a Tuscan style Merlot.

Well, we can't wait for that one!!!!!!

Visit our new website for all the up to date wine news and wine club information. You can join our Wine Club online and receive some great discounts on the current release wines. Go to www.pooleywines.com.au

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Until next time,

The Pooley Family