

Wine Australia for Australian Wine

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BY POST AND EMAIL

Attention: Mr Luke Dale and Ms Niomi Abeywardena

Dear Mr Dale and Ms Abeywardena

Use of geographical indications on *Glug* website

I refer to your letter of 14 October 2016 in relation to the website www.glug.com.au (**Website**) operated by your client, Glug Management Company Pty Ltd (**Company**).

We are pleased that the Company has redacted some of the instances of use of the GIs taken to be in contravention of *the Australian Grape and Wine Authority Act 2013 (Act)*.

Since receiving your letter, we have conducted a further review of the Website and identified several advertisements that continue to be in contravention of the Act. For ease of reference, set out below are screenshots of those advertisements.



Elegance from the Golden West

Cape Geographe Margaret River Sauvignon Blanc Semillon 2015

Region: Margaret River, WA

This Cape Geographe is a perfect expression of the maritime climate of Margaret River and how the wine flavours of two varieties which express this marry in a way that makes a better wine. Like many of our wine regions Margaret River has a recent history starting tentatively in the late 1960s. By about 1973 they had begun blending Semillon with Sauvignon Blanc to express a Southern Hemisphere version of the Bordeaux, France white wine, Graves. Steadily they mastered the art and I doubt that any of the 187 wineries do not make a version. Now Margaret River is a very large region and some of it is far warmer than you might imagine. I wanted grapes that came from the southern half and in this case even better as the origin is Karridale which is very cool. This is a great though delicate wine and it gives me pleasure to have it back on our list.

Wine Australia



10/10 Value for Money Rating

KinCraig Wine Estates Wrattenbully Cabernet Sauvignon 2013

Region: Wrattenbully, SA

KinCraig is the 'Fourth of Ten' of our 10th Anniversary new releases and this Cabernet is the reason you shop at Glug.

The wines from Wrattenbully when made by masters are the equal of the nearby area of Coonawarra. Simply put this is a plus \$20 Coonawarra Cabernet with almost identical features for \$7.99.

I think customers understand our view of wine which is; all that matters is the glass in your hand. Does the wine taste good and was the price reasonable. On that basis this wine scores 10/10.

It may in fact be far better than that. We found this wine at the Seppeltsfield winery, Barossa Valley, mid last year, and placed it in mature hogsheads.

It has returned our faith as all of the spectacular aromas and flavours we are so familiar with from the great south-east of South Australia are on abundant display.

This is a rare and special wine, exciting in all ways and in a nut-shell is cheap. It will also cellar for a prolonged period.



Grenache Shows Great Depth Making a Superb Blend

Harem 'Layla' Barossa Valley Grenache Shiraz Mataro 2012

Region: Barossa Valley, SA

Ben dropped around one afternoon with the final blend and we enjoyed it so much the bottle was gone in an hour. Wonderful wine and exactly the juicy ripe style we want for Layla.

While Shiraz is forgiving about the vintage weather, Grenache is fussy and lesser years do not produce the required fruit weight. In a year like 2012 Layla becomes my pick of the Harem range, at least for the first 12 months, as this is the wine we want you drinking from the moment it arrives. If you want a Grenache based wine to hold to enjoy the changes then Fatima is the choice.

I do get excited with a wine like this as I like a red for lunch with depth of flavour and complexity but showing fresh fruit qualities which are exciting and vibrant. These are more generally found in a Pinot from a cool climate or a village Beaujolais from a hot vintage. When it works in the Barossa as it has with Layla the result is superb.



Spanish Reds Come to Barossa

Crayford Barossa Valley Graciano Cabernet 2014

Region: Barossa Valley, South Australia

Warmth and the Barossa Valley go together and it makes sense to grow varieties which thrive in a similar warm climate. Recent arrivals from the warm, dry lands of Spain with a proven record are Graciano and Tempranillo. Many European countries do not of course refer to varieties on labels however if you have ever drunk good Spanish reds it is highly likely you are already familiar with Graciano.

Australian wine making tends to bring out a richer, plusher expression of a variety and so it is with this interpretation of the traditional Spanish red from lets imagine Rioja. While adventurous growers will plant a few rows of new varieties it needs adventurous consumers to complete the loop. There is a small core of these in Australia and many, thankfully purchase from Glug, though my long retail experience knows that pushing deeper into consumer land is hard. Try this Crayford and I can assure you the location of the Barossa Valley with its rich style, swamps all varieties.



Attractive Deep Plum Colour

Village Belle Barossa Valley Sangiovese 2014

Region: Barossa Valley

We are fortunate that grape growers are willing to plant a few rows of this or that variety to see what happens. There are vine nurseries in various parts of Australia and there is one right in the heart of the Barossa Valley. They discover the best overseas source of the variety, have the cuttings passed through quarantine and then plant out a few trials. After a few years cuttings are available.

Many new varieties are grown for the simple reason that we know they make lovely wines both in the country of origin and other countries. The great Chianti's of Italy are made from Sangiovese but little is grown locally. There are a dozen hectares in the Barossa Valley and now the hard work starts to get customers interested. The grapes of these alternative varieties, as they are called, far from selling for a premium are often hard to sell.

Ben developed the Village Belle brand as we wanted to be involved in promoting the new, the unusual, the rare and the forgotten. As wine merchants we think you should be aware of the excitement these new wines can bring to your drinking.

This Village Belle is a rich fat wine, though quite soft which is the manner of our wine making.

We ask that the Company undergo a further review of the Website and remove all references to GIs that are being used to describe wines that do not originate from that GI.

We thank you for cooperation to date and reiterate our preference to work collaboratively with the Company to resolve these issues.

Yours sincerely,

Rachel Triggs
Legal Counsel
Wine Australia