



**CHALK HILL**  
MCLAREN VALE

SEASONALLY ADJUSTED

SPRING 2011

## Spring Wine Offer

It's the perfect time to introduce our vibrant new whites for 2011. Moscato returns with some exciting cocktail recipes, alongside the first release of our Vermentino, a new emerging variety. For the red lovers, we're releasing the 2010 vintages of the very popular Sidetrack blend and Procrastinator Cab Franc. This offer is for 2 weeks only!

2011 Chalk Hill Moscato

2011 Chalk Hill Vermentino

2010 Chalk Hill Sidetrack

2010 Chalk Hill Procrastinator

15% off RRP

FREE DELIVERY.

**ONLY \$184 PER DOZ**

To purchase these wines simply post, fax or email your order using [this form](#) before Friday 23<sup>rd</sup> September. Alternatively call Dave directly on (08) 8323 6400.

## Welcome

They say time flies when you're having fun, well if that's the case we've been having way too much of a good thing! It has truly been a hectic 2011 so far, that's included a somewhat 'unique' vintage that had all of us out in the vineyard. We have also just unveiled our new ultra premium brand Alpha Crucis which has been released to much fanfare from the wine media. Add to this the bottling of the new vintages for Chalk Hill, planning for our new cellar door, throw in some new staff, 2 babies with 2 more to come and moving into new offices at the Chalk Hill vineyard, it's only now that we are catching our breath!

## Alpha Crucis – McLaren Vale Unveils New Star



It has been several years in the making but the launch of our new ultra premium Alpha Crucis label, includes a world first concept in the Winemakers' Series. These wines are destined to become icons of the McLaren Vale region. As a testament to their quality, the entire Alpha Crucis range recently received some fantastic scores from [James Halliday](#) in his 2012 Australian Wine Companion. The 2008 Shiraz and Cabernet both received 94 points, a triumph for the vintage, whilst the 2008 Winemakers' Series wines scored an average of 94.3 points. [Max Allen](#), [Tony Love](#) and [Ralph Kyte-Powell](#) have also shown their appreciation for the concept and the wines in separate articles recently. Visit the [Alpha Crucis website](#) to find out more about the story and people behind these wines, and sign up for the very limited 2008 release.

## Socially Savvy

For those Tweeps and FB fans out there, make sure you 'Like' us and 'Tweet' up storm using the handle: @ChalkHillWines.

For those of you who made no sense of that last sentence, we're talking about our [Facebook](#) and [Twitter](#) pages, a great place to keep up to date and interact with the daily adventures here at Chalk Hill.

Log on now!



2011 Moscato QR code... Scan it!

## 2011 Vintage – One to Remember

Although it seems a while ago now we battled through a somewhat inclement end to summer and the challenges it brought to the 2011 vintage, but the resultant wines have shown no effect from the reported botrytis outbreaks. It was definitely a year when an intimate knowledge of your vines and plenty of hard work paid off. We took every opportunity to hand pick the fruit, which enabled us to avoid any diseased bunches, and make sure only the best berries made it to the winery. At one stage we had the entire 'colouring in department' (aka office staff) out picking and sorting fruit, ensuring that 2011 was very much a team effort.

The cool conditions late in the vintage resulted in a longer ripening period which produced fruit with good varietal definition and complex flavour development. The whites showed good fruit-acid balance, whilst the reds showcase some good varietal fruit complimented by structured tannins. We've been more than happy with their development in the winery, and can happily say that we've come out of what will go down as one of the most challenging vintages with some great wine to look forward to.

## 2011 Moscato Cocktails and QR Codes: A 'Sweet' Blend

We have combined two new exciting initiatives with the release of our [2011 Moscato](#). Industry leading technology in the form of a QR (Quick Response) code on the label links you via a smartphone (iPhone etc) to [Moscato cocktail recipes](#) that offer an alternative way to serve and enjoy the sweeter styled wine.

With only a handful of Australian producers currently adopting QR code technology, Tom jumped at the opportunity to include a code on the label of our 2011 release. A quick scan using your smartphone and you're on our website accessing tasting notes on the wine, and all the recipes for our exciting Moscato cocktails. In 2011 we produced a vibrant and refreshing Moscato, and as polished as it is in its traditional guise, nicely chilled, we have introduced a range of cocktails that provide an exciting and decadent way to enjoy the wine. With ingredients such as Gin, Elderflower, mango, cucumber and various liqueurs, the concoctions are something you're more likely to find in the trendiest bespoke bars of New York! We even have a [Facebook](#) page dedicated to these Moscato cocktails, where you can share your favourite Moscato cocktails recipes. We will soon be running a competition to find the best new cocktail so 'like' the page to stay in touch and find out more, and get practicing.

This QR code technology will find its way onto all of our wines as we bottle the new release vintages. We're looking to have some fun with the links they provide, so [click here](#) to make sure you're up to speed with how easy it is to use these QR codes.



Dave Smith – Cellar Door Manager

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## Chalk Four More Up for the Team

With so many exciting things happening here at Chalk Hill, we've recruited accordingly to help us to continue to develop the Chalk Hill experience we offer. Dave Smith (aka Racin' Dave) has undergone a sea change of sorts coming down from the Adelaide Hills to drive the development of our new cellar door complex. He'll also make sure there are plenty of great wine offers and experiences for you to enjoy, and steer our social media activity. Julie Thredgold also joins us in Accounts, and has already fallen in love with many of the wines, claiming the several dozen boxes she has taken home are for 'her friends'. She's being kept busy with this year's bottling of the new release Chalk Hill wines.

Wine's never been a great contraceptive, which is definitely the case here, with two additions to the Chalk Hill family recently. Matt our vineyard guru welcomed young Aedan into the world in July, then Tom and his wife Bec followed suit with their first, Jack in early August. Needless to say our new coffee machine has been kept busy keeping up the caffeine intake to both new dads. Our new cellar door complex is destined to be family friendly.

## A New Home and Cellar Door for Chalk Hill Wines

In a bid to add to our legacy in the McLaren Vale region the Harvey Family has started on some design concepts for a new cellar door complex. Although at least 12 months away, we aim to set a new benchmark when it comes to the cellar door experience, with a unique offering that captures the amazing views offered from one of the highest points in the Vale on our Chalk Hill property. Those of you lucky enough to join us for the Sea and Vines festival will know exactly what we're talking about. If you have any ideas or favourite cellar door experiences you think we should include in our design please [email Dave](#) and let him know.

## Onwards and Upwards

This edition of Seasonally Adjusted marks a poignant time in our business. The excitement and anticipation that surrounds the potential for Chalk Hill over the next few years and beyond is something we can't wait to share with you. We take great pride in the wines we produce, which reflect a personality unique to our family owned [vineyards](#) and winemaking philosophy. If we can help you get more from our wines in any way please don't hesitate to [contact us](#) or visit our [website](#) for great ideas and information on the places and [people](#) behind the wines, serving suggestions, food matching and more. We'll be sure to keep you up to date with some of the challenges, achievements and perks that keep us striving for wine perfection... we are serious about our wine, and about having fun too! Until next time...