



McLaren Vale

Mollydooker, Chapel Hill, Coriole



Wine in Australia VS. United States

▶ History:

Hunter Valley was the first commercial region in 1828

▶ Trends:

▶ Premiumisation- In 2016 Australia experienced double digit growth in almost all premium price points

▶ Convenience- Increasing expectation/desire of immediacy

▶ Blending of different wines

▶ Legal/Political Information:

Wine is taxed 29% due to the wine equalisation tax (WET).

▶ History:

Finger Lakes was the first commercial region in Pennsylvania in 1860s

▶ Trends:

In America, trends are going towards larger, magnum bottles

Premium wines are also trending upward vs cheap wines

California Fires-- Experts predict with the large CA wildfires devastating regions in Northern California, wine buyers will want to help support the CA wine business.

▶ Legal/Political Information:

In America, it is difficult to find affordable labor that is reliable with the seasonality of wine growing/harvesting

No GMOS used in grape growing, however big debate over GMO products used in wine production

Wine in Australia VS. the United States

Australia

- ▶ **Customers:**
 - 18+
 - highest per drinker consumption
 - ages 50-64
 - relatively large pop. wine club
- ▶ **Characteristics:**
 - Bottled wine 34% of alcohol consumption
 - Shiraz, CS, Grenache main varietals
- ▶ **Facts:**
 - 2,000 wine producers across Australia
 - 7th largest wine producer in the world

United States

- ▶ **Customers:**
 - 21+
 - 50% in 6 states-CA,NY,FL,TX,IL,NJ
 - Homeowners (45-74), married w/o kids, caucasian
- ▶ **Characteristics:**
 - California wine dominates the industry
 - CS, Chard, Merlot main varietals
- ▶ **Facts:**
 - Number of wineries: 9,091
 - Export value: USD\$1.62B
 - Export quantity: 109M Gallons
 - Consumption: 949M Gallons

Wine Region

Beginnings

- ▶ Discovered by David McLaren in 1839
- ▶ Oxenberry was the first winery and restaurant opened in McLaren Vale in 1840

Stats

- ▶ 54% of plantings are dedicated to Shiraz
- ▶ Home to 120 wineries
- ▶ Along 30 km of coastline

Attractions

- ▶ The d'Arenberg Cube
- ▶ Solar heated swimming pool
- ▶ National parks
- ▶ Toys and games for children

Interesting Facts

- ▶ One of the most geologically diverse regions in the world
- ▶ Triangle shaped
- ▶ Wind plays a large factor in the wine growing process



Mollydooker Winery

Elizabeth Roseman, Steph Robinson, Paige Winter,
and Amanda Drexler

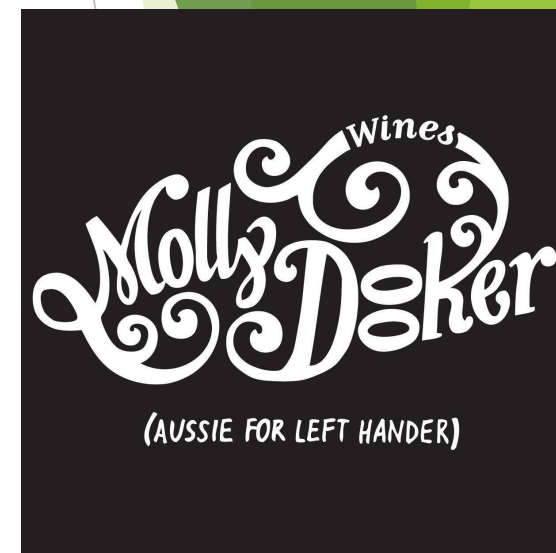


History

- ▶ Founded in 1991 by Sarah and Sparky Marquis
- ▶ Mollydooker means a left handed person in Australian
- ▶ Started the Marquis Vineyard Watering Programme
- ▶ Coined the term “Fruit Weight” (the percentage of your palate that’s covered by the velvety sensation of fruit)
 - ▶ Wine must be 65%+ fruit weight to be considered a Mollydooker

Varietal/Product Overview

- ▶ Whimsical approach to all aspects of winery (labelling, winemaking, etc)
- ▶ A larger portion of the wines are shiraz/shiraz blends
 - ▶ Also offer verdelho, sparkling shiraz, merlot, cab sauv



Chapel Hill Winery

Shane Dhollande, Noah Chiero, Daniel Modic, Ben Gerber

History

- Established in 1973 by Tom Nelson
- Named after their iconic ironstone Chapel built in 1865
- Two vineyards, Winery (1977) and Kangarilla (1995)

Varietal Specialization/Product

- Best known for their Shiraz and Cabernet Sauvignon
- Wine spends 20 months maturing in barrel before being bottled unfiltered and unfiltered.
- Member of the Sustainable Australia Winegrowing (SAW) program



Wine Name	Grape	Popularity ↑	Score ↓	Avg Price ↕
 Chapel Hill The Chosen Road Block Shiraz, McLaren Vale, Australia	Shiraz	64,460 th	92	AU\$59
 Chapel Hill The Vicar Shiraz, McLaren Vale, Australia	Shiraz	7,939 th	92	AU\$62
 Chapel Hill The Chosen Gorge Block Cabernet, McLaren Vale, Australia	Cabernet Sauvignon	76,059 th	91	AU\$66
 Chapel Hill The Chosen House Block Shiraz, McLaren Vale, Australia	Shiraz	93,706 th	91	AU\$61
 Chapel Hill Bush Vine Grenache, McLaren Vale, Australia	Grenache (Garnacha)	30,922 nd	91	AU\$31

Coriole Winery

Rachel Schaefer, Schelby Fechter, Cole Mallett

Website: <https://www.coriole.com/about/history/>

Location: The estate is in the hills McLaren Vale region less than a hour away from Adelaide and within sight of the sea.

History: Founded in 1967 by Hugh and Molly Lloyd. The estate is still in the Lloyd family. The original Farmhouses were built in 1860 and are now the epicentre of the cellar door. Three years after they were founded in 1970 they released their first wine from the original vineyards that were planted immediately after WW1.

Varietal Specialization: Majority variety planted is Shiraz. Since 1985 use some Italian varieties. 65% Shiraz, 10% Sangiovese, 5% Chenin, 5% Cabernet Sauvignon.

Product Overview: Offer over 15 different wines and have a select few only available at the cellar door. They also offer lunch at the cellar door and they bottle olive oil.



Sources

<https://www.wineaustralia.com/whats-happening/stories-of-australian-wine/april-2017/global-drinking-trends>

<https://www.mollydookerwines.com.au/OurWines/tabid/89/Default.aspx>

<https://www.coriole.com/about/history/>

<https://www.statista.com/topics/1541/wine-market/>

<https://www.chapelhillwine.com.au/about-us/>