

SIMPATICO WINES REVELATIONS WINTER 2011

Barossa Vintage Festival 2011

Since 1947, the Barossa has held the much loved and anticipated Barossa Vintage Festival. If there is any time of year you would want to visit the Barossa, this is it. From 23 April to 1 May, we celebrated the season of Vintage, as well as invited friends, family, and of course customers to enjoy in the festivities. There were no shortage of events and functions to attend, especially here at the cellar at Simpatico Wines, where we launched not only our Cellar Selection Tastings, but also our iconic SWR Shiraz.

Our Cellar Selection Tastings proved to be hugely popular with the folks who visited us between 23 April to 1 May. As part of our Cellar Selection Tastings, we taste for customers all Barossa Valley wines (wines produced from fruit all grown locally), and includes Semillon, Viognier, Cabernet Sauvignon, Shiraz, and of course our iconic SWR Shiraz. Tasting these wines as part of our Cellar Selection Tastings truly represents the best of the Barossa and is a must for lovers of our premium wine.

Due to the success of our Cellar Selection Tastings, we will be offering them during future special events at Simpatico, accompanied by complementing cheeses and other special local Barossa fare. Contact our cellar door team should you wish to enquire about enjoying a Cellar Selection Tasting.

Who is Simpatico's "Terminator?"

Is this Simpatico's answer to the Terminator? Or should we say The Exterminator?? Simpatico's resident business manager Will is no ordinary accountant. By day, yes, the best finance manager around and keeping us in check on all matter "money". But he's no ordinary accountant. As seen pictured, Will recently decided to take the matter of spiders into his own hands.

Mild-mannered Will was out on a sunny Friday morning exterminating the spiders from around our doorways and eaves – they could run but not hide. Some around the cellar were heard to say Will was looking under rocks not for spiders, but rather, was seeking out ways to save money. But no, Will is a man of many talents, cleaning up our act in more ways than one. By day, financial controller. By night, who knows what other superhero identity Will might assume. Keep your eyes peeled.



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Quote

"I am drinking the stars!"
Dom Pérignon, on his first sip of Champagne

Did you know... It's the 90th anniversary of the 1st vintage of Dom Pérignon

Dom Pérignon (1638–1715) was a Benedictine monk and cellar master at the Benedictine abbey in Hautvillers. He was the first to blend grapes in such a way as to improve the quality of wines and deal with a number of their imperfections. This was something he did at the age of 31. He also introduced corks, which were fastened to bottles with hemp string soaked in oil in order to keep the wines fresh and sparkling.

The development of sparkling wines as the main style of production in Champagne occurred progressively in the 19th century, over 1 century after Pérignon's death.

Dom Pérignon was the first prestige *cuvée* Champagne introduced, an idea proposed by Englishman Laurence Venn. The first vintage of Dom Pérignon was completed in 1921, but not released for sale until 1936.

Dom Pérignon is generally credited with "inventing" the Champagne making process, and, most amazingly of all, he was blind.

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Gluttony Festival 2011

On the last weekend of Summer this year, 26-27 February, Simpatico Wines participated in the annual Gluttony Festival held in Adelaide. It was an opportunity for us to get involved in the festival activity that Adelaide is known for at that time of year, with Gluttony Festival being one of festival events part of Adelaide's Fringe Festival. It was quite a warm weekend in Adelaide, the wines were flowing, with the Sunday being the pinnacle of the event.

Simpatico's own Steve even had a famous encounter with another "Steve"; Stephen Frost as he is also known, is part of the cast of *Whose Line Is It Anyway*, a show seen both on television, as well as being one of the acts of the Fringe Festival. It seems Stephen was partial to our famous Simpatico Wines Sparkling Shiraz, and, well, who could blame him! Be sure to look out for Simpatico Wines at other events such as Gluttony in the future months.

The growing Simpatico Family

Yes, our family here at Simpatico – so it seems – is growing. But don't let the title of this story fool you; we're not talking about more babies, or even more team members on the payroll. We're talking about chickens. There's no punchline coming here though. For the last 18 months, chickens have been visiting – or perhaps migrating and reproducing - from the property next door to our cellar door.

A year ago it was just 1 or 2 chickens, and they'd visit every now and again to say hello. They seemed especially to enjoy the company of our vineyard manager Henry. Now, we realise not only do they seem to consider Simpatico their home, but now there is about a dozen of them, enjoying chicken time, greeting our visitors, and taking in the views of our parklands facing Kroemers Crossing. Next time you're visiting, don't forget to ask about the chickens; who knows, maybe you'll see even more than 12.

So one may actually still ask, "why did the chicken cross the road?"; well, obviously, it's to come to Simpatico Wines and enjoy – and perhaps live – outside of our beautiful cellar door.

New season, new products

This season marks some more exciting times on the product front, as we are releasing 7 new products into the Simpatico range. These include our new Port and Muscat, a white Moscato, a Rosé, and the brand new range from Vine Vale that includes Shiraz, Cabernet Sauvignon, and Merlot. Want to know the names of our new range and products? Well, all will be revealed shortly when they are released in June and July. Be sure to stay tuned, come in and see the products and of course have a taste, or check out our website for more information.



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Who's in at Cellar Door?

We are excited to welcome our new Cellar Door Sales Manager Sharyn Tomlin. Sharyn is most excited about the growth we have going on at Simpatico. Be sure to come in and say g'day to Sharyn as she settles into the important job of looking after everyone who comes in to cellar door for the Barossa Simpatico wine experience.

Expansion of our office

With drills firing, the back of our Simpatico office looked more like a construction site rather than a winery office during the Summer months! With the addition of new team members, Steve & Rebecca thought it was time to expand the business - literally! Steve's long standing carpentry skills proved to have stood the test of time, as he and the guys hammered up dry wall, readied the floor for carpet and had the electricians in working too. Phew! A few cold ones (beer, not wine!) flowed a little on those long hot days of hard work.

The team says it's like being in a brand new office. Well done Steve and Henry on the blood and sweat invested for our new office....ahh, it was all worth it in the end.

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Who is this Red Robyn Design everyone keeps talking about?

Simpatico Wines would like to take this opportunity to tell you about a fabulous little business based in the heart of Melbourne. The business is Red Robyn Design, situated in the glorious St Kilda Road precinct just outside the CBD. Red Robyn Design are the people who are our very talented designers of our corporate brand and the majority of our wines' labels.

Red Robyn expertly capture what Simpatico is all about – contemporary style, liveliness, and our ideals of being open, synergistic, and fresh in our approach to business. In collaboration with our team, Red Robyn Design conceived the concept of the warmth of the colours we use in our brand, and especially the leaf design we use and incorporate in so many ways across our labels in particular.

We would like to take this opportunity to publicly thank them for their skill and experience in delivering our personality and image in the beautiful way that they do. We have worked with Red Robyn for over 2 years now, and we hope to continue our "Simpatico" relationship with them for many years to come.

New Simpatico Wines' friends the Gawler Ladies' Wine Club

On 9 March 2011 Simpatico Wines hosted the Gawler Ladies Wine Club Dinner at the Conversations Cafe in Gawler. The dinner attracted 35 guests in total. The wine loving group of women get together once per month at this same venue. The Gawler Ladies Wine Club is a great mix of ladies who have come together to form this group through the power of advertising word-of-mouth, as well as through their local gym.

The ladies great enjoyed the wines on offer from Simpatico; we got some tremendous feedback on the wines we tasted, being Aimee's Run, our 2010 Semillon, our 2010 Viognier, our 2008 Cabernet Sauvignon, and our 2006 Sparkling Shiraz.

The Gawler Ladies Wine Club really enjoy knowing about wines and the "nitty gritty" details behind them. The group are not what they call wine connoisseurs, but rather, merely enjoy drinking great quality wines and are always intrigued by the facts and stories behind them.

The ladies are very keen to have us host their dinner again, and will be getting in touch with our team when they book in the next date into both theirs and our calendars. Thank you again to the wonderful women of Gawler Ladies Wine Club for hosting Simpatico Wines and our wonderful wines, we can't wait to "break bread" with them again and share many more products and good times.



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Winter menu

It's winter time, and all we want to do is eat comforting food that warms the mind body and soul. The following is sure to please with it's heartiness, flavours, & ability to fill the senses!

Curried sausages (serves 4). Ingredients:

- o 240 grs tomato paste
- o Curry powder to taste
- o 40-60 grs Green or red curry paste (depending how hot and you eat your food!)
- o ½ cup wine, red or white
- o 1 litre stock
- o ½ cup water
- o 1 ts paprika
- o ¼ c chopped oregano
- o 6-8 plain sausages (BBQ style), chopped
- o 1 small onion
- o 3 carrots, chopped
- o 3 potatoes, chopped
- o ½ cauliflower, chopped
- o 1 zucchini, chopped
- o 3 tomatoes, chopped
- o 2 cups white basmati jasmine rice
- o Tub plain savoury style yoghurt

1. In a large pot, combine the tomato paste, curry powder, curry paste, and wine, and stir until you have a smooth consistency. Add stock & water to keep the sauce smooth.

2. Add the paprika and oregano, stir in, then immediately add the sausages and stir quickly to cook through and to ensure they do not stick together or to the bottom of the pot.

3. When the sausages have fattened slightly and browned, add the vegetables, ensuring the onion, carrot, potato, and cauliflower are added only at this stage, to ensure they cook through properly. Continue to constantly stir to combine the sauce and avoid sticking.

4. Put your rice on to cook. Steamed rice is best enjoyed with this dish. Whether you use a rice cooker or stove steaming, cook 20 mins.

5. Add the zucchini & tomato; simmer & stir constantly the 20 mins that the rice cooks.

6. Serve when your rice and curry are ready, and top with your natural yoghurt. Enjoy!!

Barossa Gourmet 2011 at Simpatico Wines

Simpatico Wines will be holding its first Barossa Gourmet event on our own premises, following our first event done in collaboration with Vintners last year at their Bar and Grill in Angaston.

We will be holding a special Cellar Selection Tasting event at the cellar door, with some special surprises on offer as part of this. It will indeed be a Gourmet Cellar Selection Tasting, filled with taste sensations that will tantalise the palate and all the senses – spring will be in the air, music will fill your ears, and food and wine will appeal in every respect you could hope for.

Friends and families are encouraged to come along as there will indeed be something for everyone. Visit us here on 20 and 21 August when Barossa Gourmet is held in 2011. Please contact our cellar door team for more information on this special Simpatico event.

Function time here at the Cellar Door

Simpatico Wines' 1st birthday was a time to celebrate for not only all of our team, but also for our customers. We gave as a gift to customers a bottle of our 2009 Viognier or 2010 Aimee Run's with any purchase of Simpatico Wines' wines totalling \$95 or more.

Our birthday of course at the Cellar Door is 17 March, but we held our party on Friday 18 March here at the Tanunda cellar door, with our immediate team members, partners, kids and many of our much loved business partners from around the Barossa participating in the celebrations. Some of these included Michelle from the Herald newspaper, the teams that help out with work around the cellar and in our vineyards, and also some of our local and also international customers.

We would again like to take this opportunity to thank all of those around the Valley and beyond who have helped and supported us over the last 12 months, as we have started to grow our business in Tanunda and make amazing things happen in our world of wine. We look forward to seeing you all in at the cellar door at our next celebration.

Simpatico Wines on Facebook

Don't forget you can find us on Facebook! Follow our journey, be informed about special offers, and keep abreast of all business activities at Simpatico.

Just key in Simpatico Wines into your Search engine, or, access our Page via the link:

<http://www.facebook.com/pages/Simpatico-Wines/140497865960> and don't forget to click on the "Like" button!!

We often advertise special offers on our Facebook page, so check in with us there daily.



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Competition time

Be the first to answer the following questions correctly, and we'll send you a gift very soon!

1. How many varieties of wine grapes exist worldwide?
2. How many oak species are there?
3. True or False; Old wine almost never turns to vinegar; it is spoiled by oxidation
4. True or False; Portugal has 1/2 of the world's cork forests
5. Choose the correct answer:
In Bordeaux, what percentage of the total grape crop produced is for red wine?
 - a) 84%
 - b) 93%
 - c) 100%

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