

PRIMO ESTATE

con brio [with passion]

Primo Estate Newsletter

Summer 2009

Welcome to Con Brio, the Primo Estate newsletter, our way of keeping you up-to-date and providing access to our cellar door and the limited quantities of our

handcrafted wines and olive oils. Thank you for your ongoing support and we look forward to seeing you. Come with us as the journey continues . . .

Cellar Door opens 7 days a week from 11am to 4pm (except for Christmas Day, Boxing Day, New Year's Day, Good Friday and Easter Sunday).



Right: A double pruned vine in budburst.

Back to the Future

"I first discovered you in Virginia over 20 years ago", "My father and I shared a bottle of Moda the day I graduated", "We have laid down your wines for our children's 21st", the stories came thick and fast at our 30th anniversary dinners across Australia. Funny, nostalgic, touching, each anecdote reminded us what a privileged it is to share in so many lives through our wines.

We wanted to bottle this anniversary magic so for the first time since 1991 a batch of 2009 JOSEPH Double Pruned is aging in the winery. Back in December the whole Primo Team spent a day out in the vineyard double pruning four rows of Cabernet vines under Joe's careful

supervision. It was a real step back to the early days of Primo Estate with Dina bringing breakfast out to the workers and then firing up the wood oven for a fabulous lunch, along with a few bottles of 1991 Double Pruned to give everyone a taste of what we were creating. We look forward to telling you more as the wine matures but it is already looking very exciting. Also for the first time since 2001 we will be bottling a very limited run of 2009 Moda magnums, a fitting way to mark our anniversary and look to the future when we hope to share them with you, our Amici Primo.

Ciao,
Joe and Dina Grilli



Raise a Glass for MS this Christmas

We wish all our Amici Primo a 'Buon Natale' and hope that you will join us in helping to make 2010 a better year for people with Multiple Sclerosis (MS). Primo Estate is proud to donate \$25 from the sale of each of our 'Raise a Glass for MS' mixed dozens to the MS Society.

Order today at www.primoestate.com.au/buy or on the enclosed order form.





Langton's Marks Moda's 20th Anniversary

We were thrilled that Langton's Andrew Caillard MW could join us for the 20th anniversary tasting of Moda. We were even more excited when we read what he thought of the wines: "Primo Estate JOSEPH Moda is simply one of Australia's finest Cabernets. These are wines that reflect a very personal articulation of old world heritage and Australian high-tech skills. In many respects the JOSEPH

Moda fulfils and models the aspirations of Max Schubert. It is very much an 'ethereal and buoyant' house style based strongly on McLaren Vale fruit. These incredibly satisfying fruit rich wines purr and hum like an incredibly well tuned engine. They age beautifully and classically."
www.langtons.com.au



Above: Mark Van Gestel.

Mark's Italian Job

Many Amici were first introduced to our wines by Cellar Door manager Mark Van Gestel. We know Mark is a star but it was nice to have it confirmed when he won the Outstanding Service Award as the best cellar door server in McLaren Vale. Mark's prize was a trip to the wine region of his choice and coming from Primo Estate where could he go except Italy?

Mark, which wineries did you visit on the trip? So many! La Bulichella where we make Primo & Co The Tuscan was a favourite as were Gaja, Prunotto, Brezza, and Argiano.

What was the highlight for you? The town of Barolo, being surrounded by hundreds of years of winemaking history. I loved their philosophy of patience, working slowly with the vineyards and really understanding the land. It's a town rich in accumulated wisdom.

What was your favourite wine of the trip? Well! Tasting 2008 Primo & Co The Tuscan from the barrel was very exciting. The 1996 Sperss Barolo by Gaja just blew me away, it was pretty intense, lots of spice and tar. It reminded me of old Moda. Piemonte Barbera was a revelation too.

What do you think is the most 'Italian' of the Primo and JOSEPH wines? I think our JOSEPH d'Elena Pinot Grigio stands toe to toe with anything in Italy. The structure of Joe's Zamberlan and Nebbiolo also capture the essence of Italian wine really well.

What's your favourite of the new release Primo Estate and JOSEPH wines? The 2009 d'Elena Pinot Grigio is a star!

Now you're back, what's your favourite thing about McLaren Vale? A game of cricket on the beach with a bottle of La Biondina and a picnic of local produce. You don't get enough cricket in Italy!



Dina's Summer Recipe

Cherry Tomato, Basil and Ricotta Pasta
– serves 4

JOSEPH Cold Pressed Extra Virgin Olive Oil is harvested at the height of the growing season for a rich, fruity oil. The green banana finish of our 2009 oil balances the sweetness of the tomatoes in Dina's delicious pasta dish. Quick and easy to make, this bowl full of summer flavours is sure to be a hit.

- > 500g of spaghetti cooked in salted water and drained
- > 2 punnets (250g each) of fresh, dark red, ripe cherry tomatoes cut into quarters
- > 2 cloves of crushed garlic
- > 1/2 cup of loosely packed, finely shredded fresh basil
- > 4 tablespoons of fresh, full milk ricotta
- > Salt and ground pepper to taste
- > 2009 JOSEPH Cold Pressed Extra Virgin Olive Oil
- > Freshly grated Parmigiano to serve

Heat 4 tablespoons of JOSEPH Cold Pressed oil in a heavy based saucepan. When hot add cherry tomatoes, crushed garlic, salt and pepper. Cook for 8 minutes on high heat. Add drained hot pasta and mix well. Serve quickly while hot dressed with Basil, Ricotta, Parmesan and a generous extra pour of JOSEPH Cold Pressed oil. Enjoy with 2009 Primo Estate Merlesco Merlot.

Tuscan Tweets

Dina and Joe have been tantalizing everyone in McLaren Vale with Twitter updates from their winemaking adventures in Italy. Joe described the 2008 Tuscan as "superb" when he tasted it from the barrel in Suvereto. Follow their adventures at twitter.com/primoestate.

Taste the new Tuscan for yourself on Saturday 5th and Sunday 6th December at our **Tuscan Aperitivo Time**. The 2008 Primo & Co The Tuscan Shiraz Sangiovese will be poured for the very first time alongside the newly released JOSEPH Sparkling Red and delicious bruschetta. Join us for a seasonal treat in wine country. \$25 per person.

Order your ticket at www.primoestate.com.au/buy or call 08 8323 6800.

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SBS Food Safari Starring JOSEPH

The Primo Team is very excited about the next series of SBS's hit show Food Safari. Maeve, Guy Grossi and the crew spent a couple of days at Primo during the olive harvest. The JOSEPH Extra Virgin Olive Oils will be starring in the next season, due to air early in 2010. Joe demonstrated how he blends the oil while Dina cooked up a fabulous lunch in the courtyard. How did it feel to be cooking for some of the best known cooks in Australia? Dina says "Nerve-racking. At least I knew I had great ingredients and we could always give them bread and outstanding olive oil if it all went wrong!".



Above; Maeve O'Meara, SBS Food Safari

Three Wise Reds

We proudly present a trio of newly released reds for you to enjoy this summer:

2009 Primo Estate Merlesco Merlot

Pssst, here's a Grilli family secret: our fresh young Merlesco is best enjoyed lightly chilled. The warm ripening period in 2009 has produced a Merlot with lots of juicy blackberry, blueberry and cherry fruit. Deliciously uncomplicated, enjoy drinking it out of tumblers in the garden.

2008 Primo Estate Il Briccone Shiraz Sangiovese

Called 'The Rogue' because it is such an unusual blend, our 2008 Il Briccone has ripe plum, pepper and spice characters with a burst of Sangiovese's characteristic cherry fruit and savoury finish. It is Joe's use of traditional open topped fermenters and hours of manually pumping the young wine over the grape skins that makes our reds so special.

NV JOSEPH Sparkling Red

The 2009 disgorgement comes just in time for Christmas. Once again we are delighted by the depth of flavour created by our unique base wine and the inclusion of the outstanding recent vintages of JOSEPH Moda and Angel Gully. The perfect gift for the winelover in your life, Max Allen recommends pairing it with turkey for Christmas Day. Don't you just love gifts you get to share?

Christmas at McLaren Vale

Great news for fans of our JOSEPH Sparkling Red as the new disgorgement will be part of the JOSEPH Experience at Cellar Door from 9th November until the end of January.

Come and join us for a day of tasting over the holidays, our Christmas opening hours will be:

24th December	11am – 4pm
25th December	Closed
26th December	Closed
27th December	11am – 4pm
28th December	11am – 4pm
29th December	11am – 4pm
30th December	11am – 4pm
31st December	11am – 4pm
1st January	Closed

PS: Remember, order by December 4th to guarantee delivery before Christmas





Our Gift to You

Order 12 Bottles and receive 500ml of Primo Estate Olive Oil valued at \$23 absolutely FREE

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South Australia 5171

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F 08 8323 6888
info@primoestate.com.au
www.primoestate.com.au

Order online at www.primoestate.com.au/buy

Our Range



2009 Primo Estate La Biondina Colombard
Amazing length, from explosive tropical fruit to a greener, more herbal edge. Add a dry, tangy finish and the overall result is one delicious, highly drinkable wine.



2008 Primo & Co The Venetian Garganega 1st Vintage
Italian made, Australian inspired, with a deliciously drinkable perfumed minerality.



2007 JOSEPH Nebbiolo
This noble wine beguiles with heady perfumes of roses and violets then the palate follows with layered tar and long savoury tannins.



2009 Primo Estate Merlesco Merlot
New Release
We've taken Merlot from our McMurtrie Road and Clarendon vineyards and plucked up the courage to bottle it young, in all its fresh, juicy glory.



2008 Primo & Co The Tuscan Shiraz Sangiovese
Italian made, Australian inspired. Rich spicy fruit and lovely structure.
Released December 2009



2008 JOSEPH La Magia Botrytis Riesling Traminer
Just like our original 1981 vintage, its bright lemon colour and clear, crisp, floral Riesling characters intermingle with hints of spicy Traminer, marmalade and raisin.



2008 Primo Estate Il Briccone Shiraz Sangiovese
New Release
Rich Aussie Shiraz meets the cherry fruit and savoury finish of Italy's Sangiovese. Our 'rogue' really does break the rules.



NV JOSEPH Sparkling Red
New Release
2009 Disgorgement. An Australian icon with dark, brooding opulence.



2009 JOSEPH First Run Extra Virgin Olive Oil
Made from the first olives of the new season, it is to be appreciated for its strong grassy fruit characters and peppery finish.
Sold Out



2007 Primo Estate Zamberlan Cabernet Sauvignon
New Release
The Italian 'ripasso' method was applied to this special blend. The wine shows a mid-palate boost, with a cherry structured finish.



2009 JOSEPH d'Elena Pinot Grigio
New Release
The charm of Pinot Grigio lies in its mineral texture and mouth feel. It produces a restrained elegant style.



2009 JOSEPH Cold Pressed Extra Virgin Olive Oil
New Release
A generous, richly flavoured oil. Full of semi-ripe olive fruit characters. The finish is clean, with a peppery bite.



2007 Primo Estate Shale Stone Shiraz
New Release
A unique Shiraz that has all the rich juiciness expected of McLaren Vale with the added finesse and elegance of the grapes grown at Clarendon.



2007 JOSEPH Moda Cabernet Sauvignon Merlot
Our method of air drying the fruit gives a lush, concentrated wine promising a long cellar life.



JOSEPH La Casetta Aged Vinegar
The lingering, maderised and slightly sweet flavours of this strong vinegar instantly transforms any dish in which it is used.