

PRIMO ESTATE

con brio [with passion]

Primo Estate Newsletter

Winter 2010

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).

Ciao bella

WHITE WINE OF THE YEAR 2010!

Primo Estate La Biondina Colombard

'Utterly
Delectable'. *Peter Forrestal, Quaff*



You've got great taste!

When we ferment our Colombard fruit for La Biondina the winery is filled with wonderful passionfruit aromas, so intense you can even smell them outside the building. There's just something about Virginia's blend of alluvial soil, sunny days and sea breezes that makes it the perfect home for Colombard. We've always thought that our 'little blonde' was a rather special lady so imagine our delight when we heard that Primo Estate La Biondina Colombard had been named White Wine of the Year 2010 in Peter Forrestal's Quaff guide. Peter tastes thousands of wines every year for Quaff so it really means something special when he says:

'Utterly delectable! There's exuberant freshness, intense fruity flavours; succulent juicy and vibrant with fresh natural acidity.'

This award is a huge honour, but for us it is also a reminder of our greatest prize, the loyalty of you, our Amici Primo. You have made it very clear over the last 28 vintages that La Biondina is your favourite Primo Estate wine. In fact looking back it has been your Wine of the Year every year; so winning Quaff Wine of the Year confirms what we already knew, our Amici have great taste!

Ciao,
Joe and Dina Grilli



Celebrate La Biondina's win in style. Our special offer to you – The Delectable Dozen!

Six bottles of 2010 Primo Estate La Biondina Colombard, Six bottles of 2009 Primo Estate Merlesco Merlot just \$159 per dozen (normally \$180) PLUS free 500ml bottle of olive oil and

FREE delivery to your door (till 30 June 2010) or order online at www.primoestate.com.au/buy or use the attached order form.



2010 JOSEPH First Run Oil – Just released

Joe always says 'nothing is better than bright green oil fresh from the press'. Judging from the speed with which we finish the first bottles of the new season's oil in cellar door, the rest of the Primo team agrees. The first oil of the year 2010 JOSEPH First Run Extra Virgin Olive Oil is

fresh seasonal produce at its best. This rich, peppery oil has wonderful vibrant straight from the press, green banana and grassy characters and is best enjoyed over the next three months. Order today at www.primoestate.com.au/buy



Dina's Rib Eye

Simply the Best – serves 4

We believe wine, food and olive oil shared with family and friends are what La Dolce Vita, the good life, is all about. Celebrate the new season's olive oil with this easy winter warmer recipe. This is our favourite way to enjoy a good cut of beef; it is our version of Bistecca alla Fiorentina. Quick, easy and always a winner with family and friends.

- 1.2kg Angus Beef Rib-Eye (one piece 5cm thick)
- 1 clove garlic
- 3 sprigs fresh rosemary
- 1 tblspn black peppercorn
- Sea salt & freshly ground pepper
- JOSEPH First Run Extra Virgin Olive Oil
- JOSEPH La Casetta Aged Vinegar

Using a mortar and pestle pound garlic, 2 sprigs of rosemary and peppercorns to form a coarse paste. Mix in 3 tablespoons of JOSEPH olive oil to make a marinade. Rub marinade all over meat and let sit for at least 1/2 hour. Cook on a hot charcoal grill or griddle pan 12 -14 minutes each side. Place a sprig of rosemary on top of the meat while cooking. Once rib-eye is cooked to your liking remove to plate cover and rest for 10 minutes in a warm place. To serve, slice thinly, season to taste with sea salt and black pepper, drizzle over JOSEPH First Run olive oil and sprinkle with JOSEPH La Casetta vinegar. To complete the dish try grilled vegetables tossed with garlic, dried oregano and olive oil and potatoes done the way you like them. I promise you there will be no leftovers. Enjoy !

PS Find lots more of Dina's recipes at www.primoestate.com.au



The Story of JOSEPH Extra Virgin Olive Oils

In 1989 a young winemaker called Joe Grilli put a ladder in the back of his ute and went and knocked on some strangers' doors as well as friends of the family. 'Are you going to do anything with those olives?' he asked the owners of some small groves from in and around Adelaide - from Eden Valley to the parklands and all along the Adelaide Hills through to the Davenport grove in Beaumont planted in the 1860s. Not to mention the wild olive trees growing on the side of the road.

The answer was no, olive oil was something people bought in a chemist to cure earache or a product that came from Italy and was only sold in specialist delicatessens. Hard to believe but 21 years ago Australian extra virgin olive oil was completely unknown, especially as a seasonal product.

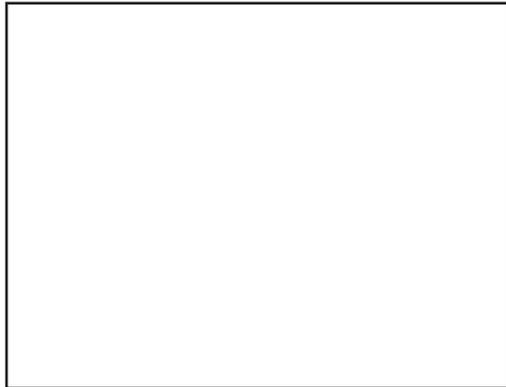
Joe made the first tiny batch of JOSEPH olive oil as a publicity stunt to draw attention to the Italian heritage of his wines, he bottled it in wine bottles because there was nothing else available. 21 years later this seasonal product (JOSEPH First Run is still the first new oil on the market when it is released in early June) is a multiple gold medal winning Australian gourmet icon, Neil Perry raves about it and Qantas serve it in first class. Joe still works with some of same olive groves he visited back in 1989 and in the last 21 years he has seen the industry flourish with modern groves and classic and new varieties from mature trees now at his disposal. The olives he has to work with get better and better each year.

A Marriage Made in Heaven

Congratulations to our friends Massimo and Caterina on their marriage in January 2010. Massimo grows the grapes and helps Joe make The Venetian in the Soave region in Northern Italy. The snow may look beautiful but it was so deep that our 2009 The Venetian was stranded in the winery until March. Both our Italian wines, The Tuscan and The Venetian, are now safely in McLaren Vale and available for tasting in the Cellar Door.



con brio Winter 2010



Hello Laura!

We are delighted to introduce McLaren Vale local Laura Jackson who has joined us in Cellar Door. With her love of our region and many years' experience in the wine industry, Laura is a great addition to the team. Here's how she's settling into life on McMurtrie Road:

Any funny stories from your first weeks in cellar door?

Judy poured me what she thought was an 'unlabelled white', from a green tinted bottle. There I was, only weeks into the job - swirling, confident, looking professional, all the while talking to the customers and not actually looking into the glass. I finally went in for a taste and must have looked extremely startled to discover water! Of course, I then had a whole crowd of people laughing at me. I now take the time to check my glass.

If you were a Primo wine which one would you be?

I was once told by a customer that I was "full bodied". I'm still not sure if that's a good thing, but I'm thinking the JOSEPH Moda, which also happens to be full bodied and only gets better with age.

What are your most popular wines in cellar door at the moment?

Since the cool weather has rolled in The Primo Shale Stone Shiraz and Il Briccone Shiraz Sangiovese have been very popular!

What wines do you recommend now the weather is growing cooler?

I would definitely recommend the JOSEPH Angel Gully Shiraz - perfect for a winter evening around a nice open fire with friends and food cooked with love.

Introducing the 2008 JOSEPH Reds Now safely under stelvin screw cap

Australian's have led the world in stelvin screw cap technology and we now expect that the bottle closure does not let us down. After years of research, waiting for wine to age, we are now confident that our flagship JOSEPH red wines - the Moda, Angel Gully and Nebbiolo - will continue their evolution under stelvin. The loss of the cork pulling wine ritual demands that another be brought forward. We always decant our JOSEPH reds before pouring to help reveal their layers of complexity.

To celebrate this wonderful wine ritual, we have commissioned a limited edition Italian crystal decanter for you to enjoy our JOSEPH reds at their very best. We will send you a beautiful decanter worth \$99 FREE with every 12 bottles of 2008 JOSEPH reds ordered. Here's to perfecting the ritual of decanting!

2008 JOSEPH Moda Cabernet Sauvignon Merlot

The 22nd vintage has depth and balance with classic forest berry fruits, dark chocolate and cigar-box notes. 'JOSEPH Moda is simply one of Australia's finest Cabernets. They age beautifully and classically.' - Andrew Caillard MW, Langtons

2008 JOSEPH Angel Gully Shiraz

Made from a single block in our dry grown Clarendon vineyard. 'Lovely complex nose of black fruit, basil and tobacco. Dense, chewy and rich, fruit-driven palate.' - The London International Wine Challenge.

2008 JOSEPH Nebbiolo - just 60 cases available

Just one hectare of this Italian classic produces just 3 tonnes of fruit. A heady perfume of roses, violets and Turkish delight, with finely grained tannins and finesse in the long savoury palate. Decanting reveals layered tar and dried spice.



FREE decanter with every
12 bottles of 2008 JOSEPH
Reds ordered

Joe says ...

"I love the tradition of pulling a cork but when Amici open a treasured bottle they have layed down for years I want to guarantee it will be perfect."



Our Gift to You

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

Primo Estate
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PO Box 770 McLaren Vale
South Australia 5171

P 08 8323 6800
F 08 8323 6888
info@primoestate.com.au
www.primoestate.com.au

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

Our Range



2010 Primo Estate La Biondina Colombard New Release
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.



2009 Primo Estate Merlesco Merlot
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 Estate Il Briccone Shiraz Sangiovese
Rich Aussie Shiraz meets the cherry fruit and savoury finish of Italy's Sangiovese. Our 'rogue' really does break the rules.



2008 Primo Estate Zamberlan Cabernet Sangiovese New Release
The Italian 'ripasso' method was applied to this special blend. The wine shows a mid-palate boost, with a cherry structured finish.



2008 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.



2009 Primo & Co The Venetian Garganega New Release
Italian made, Australian inspired, with a deliciously drinkable perfumed minerality.



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



NV JOSEPH Sparkling Red
2009 Disgorgement. An Australian icon with dark, brooding opulence. **Last few cases**



2010 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.



2008 JOSEPH Angel Gully Shiraz New Release
An expression of dry-grown Shiraz vines that have been planted in the shallow, rocky soil of our Angel Gully vineyard, Clarendon. Full of finesse and charm.



2008 JOSEPH Moda Cabernet Sauvignon Merlot New Release
Our method of air drying the fruit gives a lush, concentrated wine promising a long cellar life.



2008 JOSEPH Nebbiolo New Release
This noble wine beguiles with heady perfumes of roses and violets then the palate follows with layered tar and long savoury tannins.



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.



2010 JOSEPH First Run Extra Virgin Olive Oil New Release
Made from the first olives of the new season, it is to be appreciated for its strong grassy fruit characters and peppery finish.



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



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. **Available at Cellar Door only**