

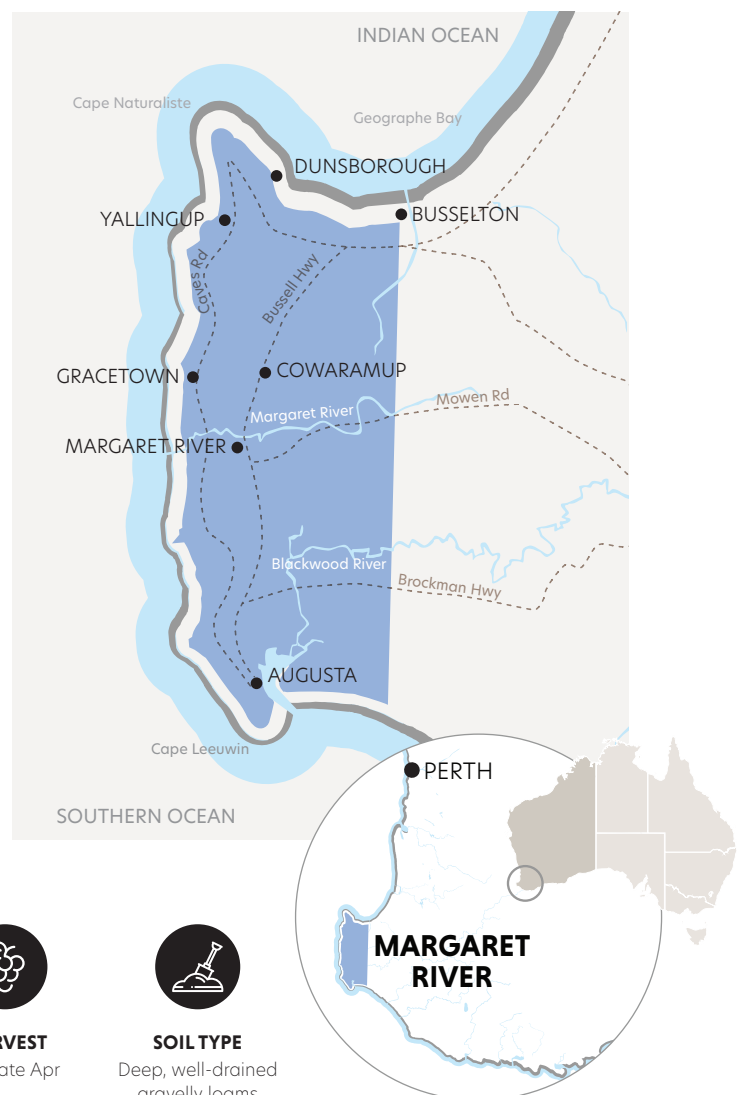


Margaret River

The Margaret River Wine Region is situated in the south-west corner of Western Australia, around 270 kilometres (168 miles) from the state's capital, Perth.

Margaret River is one of the Earth's most pristine, geographically secluded, coastal wine regions. This breathtaking destination of ancient landforms, lush forests and distinct Ironstone gravel soils enjoys a 'textbook perfect' climate for fine wines, with its consistent Mediterranean climate and intense maritime influence - here, the Indian and Southern Oceans meet.

Scarce and sought-after worldwide, Margaret River wines represent only 2% of the Australian annual crush. The elegant and powerful Cabernet Sauvignon and Chardonnay expressions are most noteworthy and can be grown with a 'light touch' approach, as the grapes typically ripen with superb balance, refinement and structure. Artisan and family-owned producers dominate, and their preference for handcrafted winemaking and respectful creativity shines through.



5,840 ha
(14,431 ac)
AREA UNDER VINE

34,374 t
(37,891 T)
5 YR AVG CRUSH

62%
PROPORTION OF
TOTAL WA CRUSH



LOCATION

33° 96'S
Alt 0-234m (0-768ft)



RAINFALL

Avg 202mm (8in)
(Oct - Apr)



TEMPERATURE

Avg 20.9°C (70°F)
(Oct - Apr)



HARVEST

Feb-Late Apr



SOIL TYPE

Deep, well-drained
gravelly loams

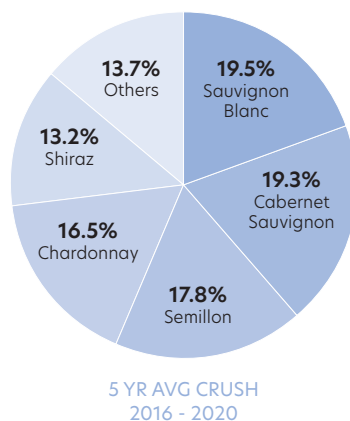
Terroir

Margaret River has a Mediterranean climate with strong maritime influences from the ocean bordering its three sides. Low diurnal temperature range leads to very even heat accumulation. High winter rainfall, dry warmth in the summer and low frost and hail risk provide excellent conditions for viticulture.

Margaret River soils are predominantly deep, well-drained, red gravelly loams. Running down the middle of the region is the Leeuwin-Naturaliste ridge, which connects Cape Naturaliste to the north and Cape Leeuwin to the south. The granite bedrock of the ridge is 150–600 million years old, layered in places with two-million-year-old limestone. Over time, the ridge has created a complex network of gneiss, schist and granite-based soils - the oldest in the world. These soils are low in nutrients, resulting in low vigour in the vineyard - ideal for producing high-quality grapes.

Key varieties

Margaret River is Western Australia's largest producing wine region. Its Cabernet Sauvignon and Chardonnay sit alongside the finest examples of their kind in the world.



Cabernet Sauvignon

The region is renowned for its refined and age-worthy Cabernet Sauvignon. The wines tend to be medium bodied, very perfumed and elegant in style, with powdery, emery-fine tannins and balanced acidity. The wines are suited to long term cellaring. Many Cabernet Sauvignon vineyards are based on the low-cropping heritage Houghton clone and have an average vine age of over 20 years.

Chardonnay

Margaret River Chardonnay is concentrated yet refined. Complexity is often expressed through natural fermentation in French oak barrels, building texture and secondary character development from maturation on lees. Many Chardonnay vineyards are based on the heritage Gingin clone, producing low crops of small bunches with "hen and chicken" berries. The tiny berries in the Gingin bunches provide intense fruit concentration and mineral acidity, in a distinguished Margaret River style.

Semillon Sauvignon Blanc Blends

Margaret River produces its own distinctive white wine blend using Semillon and Sauvignon Blanc. The wines are lively, fresh and fruit-driven, with many producers employing barrel or skins-contact fermentation for added complexity, weight and concentration.

Shiraz

Shiraz is the region's second most planted red variety. The wines tend to be a medium-bodied style, featuring perfumed, fruit-driven aromas and bountiful forest fruits on the palate. They can be more spice-driven and cool climate in style, sometimes labelled as Syrah.

Margaret River history

- **1955**
Harold Olmo, professor of viticulture at the University of California, takes the first steps to explore the potential of Western Australia's south-west to produce premium wine.
- **1965**
Dr John Gladstones, an agronomist from the University of Western Australia, identifies that the climatic conditions of the region are ideal for producing premium wines.
- **1967**
Dr Tom Cullity plants the first modern commercial vineyard at Vasse Felix. The vineyard's original Cabernet Sauvignon and Malbec plantings still grow today.
- **1976**
The first Chardonnay vines are planted at Leeuwin Estate, Cullen Wines and Moss Wood.
- **1983-84**
Margaret River's reputation as a producer of fine Cabernet Sauvignon is cemented when Cape Mentelle wins back-to-back Jimmy Watson Trophies at the Melbourne Wine Show.

International acclaim arrives when the second vintage of Leeuwin Estate's 'Art Series' (1981) is named "the best Chardonnay in the world" by Decanter magazine.
- **1996**
The Geographical Indication (GI) Margaret River is registered.
- **2017**
Region celebrates 50 years since first commercial plantings.
- **Today**
The region continues to grow and cement its international reputation for producing iconic, fine wine.