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Welcome to McLaren Vale, Australia.
Only 45 minutes south of Adelaide in South Australia, McLaren Vale is home to sustainable winegrowing, world-class wines and culinary experiences, as well as pristine natural attractions and unparalleled tourism offerings.

South Australia’s viticultural origins began in McLaren Vale and our region’s Mediterranean climate continues to drive our region’s wine style and diverse food culture.

Best known for Shiraz, McLaren Vale also excels in the production of ultra-premium Grenache and Cabernet. Spanish and Italian varieties such as Fiano, Vermentino, Tempranillo and Sangiovese are also very well suited climatically and provide wine lovers with yet another layer of discovery.

Over one third of our cellar doors offer local produce as a part of the tasting experience – from high-end, starred restaurants to casual platters – there is a wine and food combination to suit any taste.

Our region’s 30 kilometres of breath-taking coastline and ranges define McLaren Vale’s boundaries, and the distinct landscapes and environment within.

McLaren Vale’s collaborative and generous nature, unique combination of world-class wines and produce - both on the farm and on the plate - with a beach lifestyle, ensures that our region truly offers a unique, welcoming experience.
LOCATION

McLaren Vale is located 40 minutes south of Adelaide – the capital of South Australia, Australia.

GEOGRAPHICAL INDICATION

The McLaren Vale Geographical Indication (GI) declaration was officially recognised in 1997. The GI captures an area from Hallett Cove, across to Clarendon, and then roughly south-west along the Willunga foothills meeting at the coastline of Sellicks Beach.
McLaren Vale’s extensive natural and cultural heritage spans over thousands of years of traditional ownership by the Kaurna people and recently, has been shaped by European colonisation.

The colony of South Australia was founded in 1836 and McLaren Vale was established two years after following a survey conducted by John McLaren.

John Reynell and Thomas Hardy planted grape vines in 1838 and the Seaview and Hardy wineries were in operation as early as 1850.

At that time, McLaren Vale wineries made heavy, dry table wines in the style required by the bulk wine merchants and exporters in the 19th century. By the turn of the 20th century, there was a shift towards making fortified wines.

Between 1920 and 1930, exports trebled and finally, after World War II, local sales increased. In the 1950s, several McLaren Vale wineries began bottling small parcels of selected wines and established cellar door tastings and sales.

In the same period, many Italian migrants settled in McLaren Vale and introduced olive and olive oil production. More recently, the production of almonds, cheese, milk and cream have added to the rich food tapestry of our region.

It was not until the 1970s that table wine grew in popularity and within the same decade, over 25 new wineries were established in our region which specialised in the production of distinctive Shiraz, Cabernet and Grenache.

Today, McLaren Vale is host to more than 80 cellar doors and our region’s wines and their makers continue to be receive awards and major trophies at the most prestigious wine shows in the world.
McLaren Vale has produced wine since 1838.

With more than 178 years of experience, our region’s reputation is strongly established in South Australia’s and Australia’s winemaking origins.

Today, our region remains Phylloxera free and is known for innovative viticultural and winemaking techniques and an international reputation for producing the ‘trilogy’ of Australian reds: Shiraz, Cabernet Sauvignon and Grenache.

Of our region’s 7,412 hectares of area under vine, 54% of our plantings are dedicated to Shiraz, however our region also excels in producing exceptional Mediterranean alternative red and white varieties including Fiano, Vermentino, Barbera, Montepulciano, Nero d’Avola and Tempranillo.

McLaren Vale is also home to a significant number of boutique brewers and passionate distillers and our region’s reputation continues to grow steadily.
KEY VARIETIES

SHIRAZ
The crown jewel of McLaren Vale is Shiraz - producing a densely coloured, richly flavoured wine that quickly develops a velvety texture. McLaren Vale Shiraz is known the world over for its quality and its seductive style.

CABERNET SAUVIGNON
The wines are full bodied and rich, often with a touch of dark chocolate intermixed with blackcurrant. The tannins are plentiful but soft and the wines have structure for aging.

GRENACHE
This variety has enjoyed a spirited renaissance during the last decade. The older plantings produce incredibly richly flavoured wines with juiciness. One would be hard pressed to find a variety more ideally suited to McLaren and many old-vine vineyards still exist and are revered.

MEDITERRANEAN VARIETIES
The diversity of ‘classic Mediterranean varieties’ continues to grow in McLaren Vale, with considerable excitement and accolade for Vermentino, Barbera, Montepulciano, Fiano, Nero d’Avola and Tempranillo.
VINTAGE

Harvest or ‘vintage’ in McLaren Vale can begin as early as the beginning of February in early ripening varieties such as Chardonnay and is usually complete by the end of April.

Adequate temperatures reliably ripen all varieties in almost all areas of our region. Rainfall and heat are the two major climatic factors which can impact upon harvest conditions.

Typically, the southernmost point of our region will ripen first with harvest dates occurring later travelling in a north-easterly direction from Aldinga through to Blewitt Springs.
McLaren Vale is one of the most geologically diverse regions in the world. More than 40 unique geologies are present in our region and vary in age from 15,000 years to over 550 million years.

The Geology of the McLaren Vale Wine Region map was developed as a result of decades of diligent investigation by curious geological scholars and provides a key to the complex, constantly unfolding links between geology and modern wine flavours.

Prepared by Geologist’s Bill Fairburn, Jeff Olliver and Wolfgang Preiss of Primary Industries and Resources South Australia (PIRSA), together with wine writer Philip White, the map was published in 2010, titled ‘Geology of the McLaren Vale Wine Region’.

Ongoing study of our region’s geology provides a key to the complex, constantly unfolding links between geology and regional wine varietals and flavours, whilst the map continues to assists viticulturists in appropriate planting.

There is a wide variety of soil types, a reflection of the varied terrain; red brown sandy loams, grey brown loamy sands with yellow clay subsoils interspersed with lime, distinctly sandy soils and patches of red or black friable loams are all to be found. As the long-standing and intensive viticulture of our region attests, the soils and geography of McLaren Vale are well suited to grape growing.

McLaren Vale is at the forefront of best practice in terms of soil surveying and as such this diversity is well respected, with a dedicated group of our region's growers, wine makers and geographers forming a committee to explore these differences in greater detail.
**CLIMATE**

McLaren Vale’s climate is Mediterranean and characterised by warm summers, moderate winters, winter-dominated rainfall, low relative humidity and relatively high evaporation.

McLaren Vale is roughly triangular in shape and bordered on three sides. Adelaide to the north, the Mt Lofty Ranges to the east and south, and the Gulf St Vincent to the west.

The proximity of Mt Lofty and the Gulf of St Vincent play a very important role in moderating the climate of our region and are largely responsible for many of the meso and micro climatic differences.

Elevation in our region peaks at 350 metres along the Sellicks foothills and Chandlers Hill, with majority of vineyards located on gently undulating to flat land between 50m and 150m.

Wind is a significant factor within McLaren Vale. There are two distinct and completely separate wind sources within our region: gully winds which blow east-west down through the foothills, and sea breezes blowing south-north up through Gulf St Vincent.

The climatic diversity of McLaren Vale has helped producers successfully embrace Spanish and Italian varieties such as Barbera, Fiano, Tempranillo, Mouvèdre and Moscato and explore re-emerging varieties like Viognier, Sangiovese, Zinfandel and Verdelho.

<table>
<thead>
<tr>
<th>Map Coordinates</th>
<th>35° 14’S, 138° 33’E</th>
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<tbody>
<tr>
<td>Altitude</td>
<td>50 – 200 m (164 – 656 feet)</td>
</tr>
<tr>
<td>Heat Degree Days</td>
<td>1767 (cut off at 19°C (66.2°F) but otherwise not adjusted)</td>
</tr>
<tr>
<td>Sunshine, Oct-Apr</td>
<td>145.2 MJ m-2 *BOM</td>
</tr>
<tr>
<td></td>
<td>1765 hrs (Waite Institute South Adelaide metropolitan, Gladstones)</td>
</tr>
<tr>
<td>Rainfall</td>
<td>506 mm (20 inches) *BOM</td>
</tr>
<tr>
<td>Mean Growing Season Oct-Apr: 185 mm (7.2 inches) BOM</td>
<td></td>
</tr>
<tr>
<td>Relative Humidity</td>
<td>Average 46%</td>
</tr>
<tr>
<td>Harvest</td>
<td>Feb – April</td>
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*B*Australian Bureau of Meteorology*
McLaren Vale was the first region in Australia to declare and manage its underground water resource so that it is self-replenishing. In addition, McLaren Vale built the first and largest reclaimed water network in Australia so that 100% of all irrigation used in our region is now from a sustainable resource other than river water.

There are three main sources of water in McLaren Vale which are important to irrigated grape production. Traditionally the main sources have been groundwater aquifers in the Willunga Basin and surface catchment dams, where water is collected and stored from natural run-off. Sprinkler or flood irrigation has not been used in McLaren Vale for over 25 years.

In recent years, a third resource has been introduced: treated reclaimed water which is piped into our region from the Christies Beach Wastewater Treatment Plant and Willunga Basin Water Company in the Aldinga area. The use of recycled water is very important to the sustainability of natural water resources as it takes significant pressure off the natural groundwater.

Uptake and use of moisture monitoring technology for making informed irrigation management decisions is a touchstone for our region.
SUSTAINABLE AUSTRALIA WINEGROWING (SAW)

McLaren Vale’s leadership in the Australian wine sector is continually enhanced through the Sustainable Australia Winegrowing (SAW) program.

Building on a strong history of viticultural innovation and environmental stewardship, McLaren Vale launched the ‘Generational Farming’ project in 2009 – a compilation of the most relevant tools and information available to develop a self-assessment program for growers to improve their sustainability and on-farm practices. Generational Farming became a vehicle for our region to measure, learn, and improve on-going practices.

In 2011, the program was re-named McLaren Vale Sustainable Winegrowing Australia (MVSWGA) and in 2013, it underwent a final review by growers and assessment from Dr. Irina Santiago-Brown’s PhD research to become Sustainable Australia Winegrowing (SAW).

The online program assesses sustainability through the triple bottom line approach (environment, economics and social) and focuses on continuous improvement of the grower and our region’s results over time.

Seven assessment areas have been developed:
- Soil Health, Nutrition and Fertiliser Management
- Pest and Disease Management
- Biodiversity Management
- Water Management
- Waste Management
- Social Relations (workers, community and wineries)
- Economic Sustainability

Each of the assessment areas have been written by local grower working groups and peer reviewed by experts on a volunteer basis.

SAW accounts for 40% of McLaren Vale’s total vineyard area and more than 65 per cent of our region’s annual crush. McLaren Vale has the highest number of certified organic and biodynamic vineyards in Australia, and one of the lowest usages of sprays and agro-chemicals.

The improvements in grape quality, vineyard profitability and environmental stewardship will now extend beyond McLaren Vale as SAW is being trialled in the Clare Valley, Adelaide Hills, Langhorne Creek and Barossa in keeping with the philosophy that true sustainability cannot be achieved in isolation.

SAW is the brightest light on our horizon simply because it provides a pathway to constant improvement of grape quality, economic value and environmental outcomes for every grape grower and our region as a whole.

Sustainable Australia Winegrowing is now available to any grower across Australia, and is accredited by the Australian Wine Research Institute (AWRI) for full Entwine Membership.
The spirit of regional collaboration is unrivalled in McLaren Vale with cellar door operators, chefs and tour guides banding together to ensure an exceptional storytelling experience for visitors.

The strong sense of community spirit is often the most striking and memorable element for guests visiting our region.

McLaren Vale is home to an international community of French, English, Brazilian, American and Japanese ethnicities – all lending their culture, learnings and life’s work to connect, coexist and cocreate.

Enthusiastic, energetic and passionate are often the words used to describe people that live and work in McLaren Vale. The unique marriage of a wine region and beach lifestyle has created a melting pot for all things culinary, vinous and artistic.

McLaren Vale locals love to share their piece of the world with visitors. There are no better exponents of hospitality than the Bed and Breakfast operators, cellar door and restaurant staff and tour guides whose businesses are scattered in picturesque locations by the beach or in the vineyard.

The gourmet restaurants, cafés and food stores in McLaren Vale are the public face of a strong food culture. Well known for producing premium olive oil, our region is also home to a host of gourmet foods made with local produce, from cheeses and chutneys to chocolates and honey.

With an ocean abundant with seafood, rolling dairy pastures, a Mediterranean climate, clean air and fertile terroir, McLaren Vale growers, producers and chefs are blessed with the ideal ingredients to help them maintain their position as one of the premier food regions of Australia.
McLAREN VALE GRAPE WINE & TOURISM ASSOCIATION (MVGWTA)

McLaren Vale Grape Wine & Tourism Association is more than 10 years old, having evolved from the McLaren Vale Winemakers Group which formed over 48 years ago.

Since the Association’s inception in 1965, brand ‘McLaren Vale’ has achieved world recognition.

The Association’s primary role is to provide the major industries of the McLaren Vale region – wine, food and tourism – with a vision for the future in both domestic and international markets, and act as a broker and representative of those industries as the driving force behind their development, marketing and promotion.

The Association plays a crucial role in securing our region’s economic, social and environmental sustainability.

The Association is funded primarily through a grape and wine levy, associate (predominantly tourism) membership fees, State and Federal grants or funds and event sponsorship and is governed by a Board of volunteer directors from within the McLaren Vale grape, wine and tourism fraternity.

The Association is led by Chairman, John Hill and General Manager, Jennifer Lynch.
INDUSTRY DEVELOPMENT

Viticulture and winemaking practices in McLaren Vale are progressive and innovative thanks to strong industry development opportunities as well as research trials and adoption.

Emphasis on the environment and sustainability has led many growers to embrace alternative farming practices, improve traditional approaches, invest in reclaimed water for irrigation and take the opportunity to be involved in the Sustainable Australia Winegrowing program (SAW), providing information and support for continuous improvement.

The McLaren Vale Grape Wine & Tourism Association supports grape growers and winemakers of our region through industry development and facilitating projects in the areas of:

- Environmental management
- Soil and Water management
- Pest and disease management
- Grower and Winemaker development
- Research and extension programs

Development in these areas enable better on-farm practices and improved business for our growers and winemakers by providing up-to-date research, development and information through workshops and grower information sessions, facilitating links and opportunities for interaction with industry organisations.
MARKETING & PROMOTION

McLaren Vale Grape Wine & Tourism Association promotes brand ‘McLaren Vale’ worldwide through the coordination of various communication pieces, events, in-bound and out-bound visits as well as advocacy, brand development and education and awareness campaigns.

We provide members with opportunities for growth and development whilst also providing a platform for communication and engagement across digital, social media and traditional spheres.
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