

## HISTORY OF DEAKIN ESTATE

The Deakin Estate vineyard is located in Australia's Mildura region at Red Cliffs where the Murray River brings life to some of the country's most respected wine producing land. Blessed with a warm and sunny climate, this region was first transformed with the help of Alfred Deakin, the former prime minister of Australia, into an "agricultural oasis" in the 1880s. The Deakin Estate property and the wines are named in honor of Alfred Deakin.

When it was purchased in 1967, the Deakin Estate vineyard started simply as a grower. In 1980, we added our winery facility, and in 1994 launched our premium wine varietals.



# D

**FRUIT FORWARD ESTATE WINES.  
FAST FORWARD NEW LABELS.**

## WHY STOCK DEAKIN ESTATE?

Deakin Estate's long-standing reputation as an estate-grown brand that consistently over-delivers for the price.

- Contemporary and easily identifiable labels with evocative flavor cues – you can almost smell 'em!
- Communicates the Deakin Estate positioning by introducing visual meaning to the label/brand.
- Builds on the packaging strengths: vibrant colors, "D" simplicity, and strong varietal differentiation.
- Will attract younger consumers 25+ and increasingly female consumers to consider the Deakin Estate brand.
- Use of Stelvin twist-off closure makes it more versatile and contemporary.

## THE TASTE OF SINGLE-VINEYARD TERROIR

While some say that the red, stony clay of Australia's fabled Red Cliffs region is the heart and soul of the Deakin story, others say that Deakin's commitment to its single-vineyard source is equally important. Unlike so many mass-produced "stacked to the ceiling brands", Deakin Estate wines are the product of strict tonnage control. Only the best of the best is harvested and never from an outside vineyard. Every bottle of Deakin Estate wine is a testimony to the relationship between the unique qualities of the land and the artisan craftsmanship of the winemaker.



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**D DEAKIN ESTATE**  
AUSTRALIA  
WINEGROWERS SINCE 1967

## A NEW LOOK

The Deakin Estate range of wines has a new look. The wines remain the same, distinctive, expressive of their terroir and of true varietal character. The new look of the packaging will appeal to a broader range of consumers in both the on- and off-premise channels.

## EXPERIENCED WINEMAKER

Dr. Phil Spillman has dedicated his program to taking full advantage of the estate's gifts and getting the most out of every aspect of Deakin's enviable 865-acre estate. That these varietals taste more like artisan wines than mass-produced wines is not surprising. Deakin Estate wines reflect our 40-year pedigree, experience and commitment as growers.



"Beyond tasting great, a really satisfying wine has to match an occasion, a meal or a mood."

- Dr. Phil Spillman

"...the wines are now some of the most popular – and best value for the money – the country has to offer."

- Hugh Johnson's Wine Companion

"You'd be hard pressed to find better wines at their price anywhere in Australia and arguably the world."

- Paddy Kendler, *Melbourne Herald Sun*

### CHARDONNAY

**Wine Notes:** Fresh peach, nectarine and pineapple aromas lift easily from the glass and there is a nice supporting cast of characters adding creaminess and spice. Rich and full-flavored with a fruit-salad palate, medium-bodied and delicious, this wine fills the mouth with impressions of peach, banana and pie crust.

#### Wine Specifications:

Composition: 100% Chardonnay  
Alcohol by Volume: 13.5%  
pH: 3.3  
Acidity: 6.0 g/L

**Ideal Food Matches:** The purity of fruit recommends this wine as a match to bright, modern dishes like warm chicken salad or lightly-spiced Thai dishes.

### SHIRAZ

**Wine Notes:** Spicy fruitcake and raisin aromas are at the forefront along with plum, cinnamon and chocolate notes. This wine has a rich palate with dark berry fruits and fine tannins.

#### Wine Specifications:

Composition: 100% Shiraz  
Alcohol by Volume: 13.5%  
pH: 3.5  
Acidity: 6.0 g/L

**Ideal Food Matches:** Red meat dishes or mild Asian beef stir-fry dishes.

### MERLOT

**Wine Notes:** Our Merlot fruit is handled gently to extract the softest tannins and then put through a slow maturation to add oak complexities before blending. Plum jam and coffee aromas with nuances of cherry and chocolate.

#### Wine Specifications:

Composition: 100% Merlot  
Alcohol by Volume: 13.5%  
pH: 3.5  
Acidity: 6.3 g/L

**Ideal Food Matches:** Gourmet pizza with good salami and black olives or something more gamey like char-grilled quail.

### MOSCATO

**Wine Notes:** Lovely, fresh Muscat grape aromas, like biting into a Granny Smith apple when lying on a carpet of wild flowers in a meadow in the summertime.

#### Wine Specifications:

Composition: 100% Muscat  
Gordo Blanco  
Alcohol by Volume: 7.5%  
pH: 3.0  
Acidity: 6.0 g/L

**Ideal Food Matches:** Delicious on its own or with fresh fruit and cheese or a light dessert. Try it with a simple fruit tart or pound cake. Serve chilled.

