

Barossa's wine collection gains momentum

Now that The Barossa Cellar is starting to take shape, thoughts are turning to the magnificent collection of fine Barossa and Eden Valley wines that will fill it.

These wines will be cellared until they reach their optimum age, as part of The Barossa Cellar's goal to promote Barossa wine to a global audience.

Since 2011, Barons of Barossa have been accepting donations of wine from Barossa wineries and squirreling this wine away in temperature-controlled, but temporary storage.

It's only a matter of months before this growing wine collection moves into its permanent home in The Barossa Cellar.

This stunning building will enable the Barons to curate a magnificent collection of more than 2,000 dozen bottles of wine on behalf of the Barossa community.

The Barossa Cellar concept is unique in Australia. The wines will not be sold, but will be showcased at various events and activities to educate wine consumers, trade and media about the intricacies of Barossa wine and to promote the Barossa as Australia's premier wine region.

Many of the wineries who have donated wine to The Barossa Cellar over the last seven years, have also become Stone, Vine or Key donors, with more than 90 Barossa wineries and their families, acknowledged for their contributions to this significant community project. In addition to their cash donations, the ongoing support of local wineries, by donating 750ml and large format bottles of their flagship and premium wines, is greatly valued and integral to the long-term success of The Barossa Cellar.

Committee member, Ms Louisa Rose, who is largely responsible for the substantial wine collection, said momentum was growing as the The Barossa Cellar opening date drew closer, and the latest call for wines received an overwhelming response.

"Since 2011, we have gratefully received wines from many Barossa wineries, but our

latest request has been our most successful," Louisa said.

"It's obvious from more than 1,300 standard bottles and 24 large format bottles received in the last few weeks, that local wineries are really getting behind the concept of cellaring fine wines on a regional level."

Included in the latest batch of donations is \$2,000 worth of 2015 Jacob's Creek Expedition Cabernet Shiraz which won The Barossa Cellar Trophy at the 2017 Barossa Wine Show.

Each year, this trophy is presented to a wine at the Barossa Wine Show, deemed by the Chairman of Judges to be the gold-medal winning wine that shows the most ageing potential. Usually, the Barons purchase a consignment of this trophy wine for The Barossa Cellar. However, Pernod Ricard Winemakers have generously donated this wine, in addition to their already substantial contribution of a Gold Key donation.

"Many Barossa wineries take great pride in their own "museum" cellars, and rightly so, but what we will achieve is unique in Australia and exists in just a handful of wine regions around the world," Louisa said.

"It will give the Barossa a real edge in its ability to educate global wine consumers about our fine wines, as we will be able to showcase wines from many different wineries, vineyards, varieties and vintages."

Louisa urged wineries who wished to donate wine to The Barossa Cellar to email info@thebarossacellar.com.au for more information.

"It's fantastic to see so many wineries getting behind The Barossa Cellar. There is no doubt their generosity will benefit the broader Barossa wine community for many generations to come. Whether this is a cash donation to be a Stone, Vine or Key donor, or whether it is by donating fine wine to be cellared, we are delighted to have their support," said Louisa.

Individuals and families also have the

opportunity to contribute to The Barossa Cellar's magnificent wine collection. If you have an old wine (or even an empty bottle) of historical significance to the Barossa that you would like to donate, please send details to the email address above.

It is envisaged that these bottles will form part of a special display in The Barossa Cellar

to demonstrate the evolution of Barossa wine. All wine donors will be acknowledged on the website and on an electronic display in The Barossa Cellar.

For more information about The Barossa Cellar and to view the full list of donors, visit www.thebarossacellar.com.au.



Ms Louisa Rose, from The Barossa Cellar, accepts \$2,000 worth of 2015 Jacob's Creek Expedition Cabernet Shiraz from Mr Dan Swincer, Chief Winemaker from Pernod Ricard Winemakers. This wine, which won The Barossa Cellar Trophy at last year's Barossa Wine Show, joins a growing collection of donated Barossa fine wines that will move to their permanent home in The Barossa Cellar in 2019.

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