

History in the making

As The Barossa Cellar nears completion, preparations are being made to display the rich history of Barossa wine, alongside 2,000 dozen fine Barossa and Eden Valley wines that will be cellared until their optimum drinking age.

The centrepiece of this historic display, will be a complete collection of 100 Year Old Para Vintage Tawny from Seppeltsfield's Centennial Collection, starting from the first vintage in 1878 and consisting of 41 bottles, including the current 1918 release.

The value of this collection cannot be overstated. Aside from its monetary value, it commemorates a formative event in the Barossa's history, and reiterates the significance of the Barossa in a global wine context.

Mr Chad Elson, General Manager of Sales and Marketing at Seppeltsfield, says The Barossa Cellar gives Barossa wineries the opportunity to put their best foot forward by donating their flagship wines or wines of historical significance.

"We see The Barossa Cellar as playing a role in allowing people to view great and historic Barossa wines from throughout the region to increase their awareness and encourage them to then visit the birthplace of these wines," Chad said.

"The collection of 100 Year Old Tawny is globally unique because it represents an unbroken lineage of wine going back to 1878 and Seppeltsfield is the only winery in the world to release a 100 year old wine every year."

Chad said the display, which will be on permanent loan to The Barossa Cellar, would be a living collection, with a new release

added each year.

"We want to work with the Barossa Grape & Wine Association (BGWA) and the Barons to develop a ceremonial induction for each new release," Chad said.

"This will help grow awareness about one of the Barossa's and the world's most historically significant wines."

Benno Seppelt laid down the first single barrel of port in 1878 to commemorate the completion of Cellar 1, which took 12 years to build, and to honour his father, Joseph. At the time, he declared that the barrel would not be opened for 100 years.

Since 1978, the 100 Year Old Para Vintage Tawny has been sold commercially, mainly in Australia. Over time, the quantity of barrels laid down every year has increased to seven, to cater for Seppeltsfield's growing range of tastings and experiences.

A handful of private owners in Australia are lucky enough to have a complete collection of the 100 Year Old Tawny, but the collection in The Barossa Cellar is the only one in the world that will be available for public viewing.

Chairman of The Barossa Cellar, Mr James Wark, said it was a tremendous gesture by Seppeltsfield to make available a complete collection of 100-year-old Tawny.

"The Barossa Cellar was conceived out of a desire to celebrate Barossa wine," James said.

"Having such a rare collection, with such enormous historical significance will help set The Barossa Cellar apart as one of the world's most outstanding collections of fine wine."

With The Barossa Cellar



Chad Elson, Seppeltsfield Winery general manager, sales and marketing; with Fiona Donald, Seppeltsfield Winery senior winemaker, next to the 100 Year Old Para Vintage Tawny.

Photo by Liz Alderslade.

expected to open its doors in mid-2019, The Barossa Cellar committee is working closely with the BGWA to determine how the wine that has been generously donated by Barossa wineries can most effectively be used to

promote Brand Barossa to a global audience.

"It has always been our intention that The Barossa Cellar will benefit Barossa growers, wineries and the community at large, for generations to come," James said.

"Having a large repository of aged, fine wines at our disposal gives us a wonderful opportunity to do this."

To find out more about The Barossa Cellar or to make a donation visit www.thebarossacellar.com.au.

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