



**TAYLORS**

OF CLARE VALLEY

The wine is everything.



## Taylors, the facts...

- 1960's The Taylor family's long-standing association with the Clare Valley begins when as Sydney wine merchants, they partner with the Clare Valley Co-operative to bottle and distribute their wines.
- 1969 Inspired by the legendary 1966 Mouton Rothschild, the Taylor family purchase a holding of 178 hectares by the Wakefield River in Auburn, a sub-district of the Clare Valley in South Australia to establish the Taylor family estate.
- Through utilising the terra rossa soils and favourable wine-growing conditions in the Clare Valley, Bill Taylor's vision was and still remains to produce wines that outshine the great wines of the old world. The initial vineyard was planted to cabernet sauvignon (400 acres) and shiraz (40 acres).
- 1973 Construction of the new Taylors winery was completed just in time for the first vintage. The Spanish style façade of the main building is a unique feature. The winery production capacity is 400 tonne and was equipped with the latest technology including six potter fermenters and a Wilmes press.
- The first Taylors Cabernet Sauvignon was released (1973 vintage) along with a 1973 Hermitage (shiraz). The Taylors Cabernet Sauvignon 1973 wins the Montgomery Trophy at the Adelaide Wine Show for Best Red Wine of the Show.
- 1977 The Taylors Cabernet Sauvignon 1976 was awarded a trophy at the Hobart Wine Show and Taylors are named "Most successful exhibitor of Red Wines" at the show.
- 1978 In order for the business to survive, the family bend to the will of the general public, who still prefer fortified and sweet white wines. Bill Taylor weeps as large sections of the vineyard planted to Cabernet Sauvignon are grafted over to Riesling. However, his original vision remains.
- Placing even greater pressure on red wine, the medical establishment now claim the histamines in red wine are 'damaging', so further grafting of cabernet over to crouchen, gewürztraminer and chardonnay takes place. They also take the revolutionary step of choosing the very special Mendosa clone. (This clone is later used extensively in the establishment of vineyards at Margaret River, Western Australia).
- The Taylors Estate Cabernet Sauvignon 1976 was awarded a trophy at the prestigious National Wine Show in Canberra.
- 1979 Taylors wines develop an almost 'cult-following' by those few Australian wine drinkers that recognise a 'good drop' (Later on, many people in Australia will re-count to members of the Taylor family how the first really good bottle of red they ever drunk was a Taylors Cabernet Sauvignon!)
- 1980 The first Taylors Estate Riesling was released. The Taylors Estate Cabernet Sauvignon 1976 was awarded a Gold Medal at the Bristol Wine Show in London.
- 1981 An adjacent 280 acre property was purchased and the vineyard expansion commences. The new acquisition was quickly planted to cabernet (140 acres) and chardonnay (140 acres) to cope with the increasing demand for Taylors wines.
- The Taylors Cabernet Sauvignon 1979 wins the Canberra Times trophy at the prestigious National Wine Show in Canberra.
- 1982 The Taylors Estate Cabernet Sauvignon 1978 was awarded a Gold medal at the International Wine Competition in London.
- 1984 The first Taylors Estate Chardonnay was released.
- 1985 Taylors begin exporting to the UK under the Wakefield label due to international trademarks held by the Taylors family of Portugal.
- The Taylors Estate Cabernet Sauvignon 1982 was awarded a Gold medal at the International Wine Competition in London.



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- 1989 The vineyard expands a further 80 acres with the purchase of another adjoining property – Broadway, and this was planted to Chardonnay.
- 1990 The new decade heralds an era of rapid growth and portfolio expansion for Taylors Wines.
- 1994 The vineyard expands significantly with the purchase of another 400 acre property adjacent to the original vineyard and the Taylors estate becomes the largest continuous vineyard in Australia. At this time, 80 acres is planted to shiraz.
- 1995 The family purchase the historic St Andrews vineyard – a 640 acre property next door to the original estate. They immediately set about the task of recreating history with the plan to launch a Taylors St Andrews wine. Further plantings occur with the introduction of Merlot to the estate (30 acres), followed by another 130 acres to Cabernet Sauvignon – the broader public now appreciate Bill's original vision.
- 1996 A continued program of planting begins with semillon now introduced (40 acres) and more chardonnay (40 acres). Later on, more merlot is added (30 acres), shiraz (100 acres), riesling (35 acres) and cabernet sauvignon (120 acres).
- 1998 The first Promised Land wine was launched – an unwooded chardonnay and quickly proves to be very popular with the wine-loving public. The first Taylors Estate Merlot was released.
- 1999 Mitchell Taylor is appointed Managing Director of Taylors Wines and the first Taylors Semillon was released.

The first St Andrews wines are released; a 1996 Cabernet, 1996 Shiraz, 1997 Chardonnay and a 1994 Riesling. The wines assume their position at the pinnacle of the Taylors portfolio and quickly gain a reputation as some of the finest examples of Australian wines. The St Andrews Riesling 1994 is awarded the Supreme Corq Trophy for Best Riesling of the Year at the Winestate Wine Awards. It is also announced as "Runner-up Wine of the Year" and at first the Taylor family are disappointed until they hear that the wine is second only to the iconic Penfolds Grange.

The Taylors Shiraz 1997 was awarded the "Best Value Dry Red" Trophy at the Sydney International Wine Challenge.

- 2000 Taylors and a group of 11 other Clare Valley winemakers cause a global sensation when they announce that they will release their 2000 Clare Rieslings under the Stelvin screw cap.

Taylors release another Promised Land wine – the 1999 Shiraz Cabernet. This wine dazzles the public and show judges alike, picking up 2 Gold medals in its first year. The Promised Land range establishes a reputation for delivering outstanding value at an affordable price.

The St Andrews Shiraz 1997 was awarded "The People's Choice" trophy at the Great Australian Shiraz Challenge.

- 2001 The St Andrews Shiraz 1998 is awarded the "Best Shiraz Overall" trophy at the Great Australian Shiraz Challenge. Taylors record an outstanding result at the Melbourne Wine show taking 2 trophies and 4 gold medals. The winning streak continues with another trophy and 2 gold medals at the Perth Wine Show later that year.

The St Andrews Cabernet 1997 and St Andrews Chardonnay 1998 are awarded the "Best Red Wine" and "Best White Wine" at the Sunday Times Wine Club 22<sup>nd</sup> Vintage Festival in the UK- this is the first time a single brand has been awarded both trophies.



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2002 Mitchell Taylor proudly accepts the Bert Bear Trophy for the Taylors Estate Riesling 2001 at the Sydney Wine show and also another 3 gold medals for other Taylors wines. Taylors are named "The Most Successful Winery" at the Sydney International Wine Competition.

2003 The first Jaraman range of wines is released; a 2000 Cabernet, 2001 Shiraz, 2001 Chardonnay and a 2002 Riesling - the concept of 'single varietal, regional fusion' is born and Taylors Jaraman leads the way. Taylors launch the "The Wine is Everything" advertising campaign featuring a unique image of wine splashing into a non-existent glass.

James Halliday writes of Taylors; "Taylors, the long established family owned and run winery in South Australia's Clare Valley has consistently over-delivered against expectations during the past few years. In broad terms, this is what the industry has to achieve during the rest of this decade if it is going to maintain its growth and narrow the gap between it and the two giants, France and Italy."

The Taylors Shiraz 2002 wins the "Great Value Red Wine of the Year" trophy at the prestigious International Wine Challenge held in the UK.

2004 Taylors was the first major Australian wine company to announce they will bottle 100% of their wines under screw cap. Taylors collects the Australian Creative Excellence Award for best print advertisement for the "The Wine is Everything" advertising campaign - the first wine category advertiser to receive it.

The Taylors Promised Land Shiraz Cabernet 2002 wins the "Great Value Red Wine of the Year" trophy at the International Wine Challenge and Taylors celebrates being in the unique position of winning this award two years in a row.

Taylors release the 30<sup>th</sup> Estate Cabernet Sauvignon (2002 vintage).

2005 Taylors St Andrews Cabernet Sauvignon 2001 claims the Warren Winiarski International Trophy for the Best Cabernet Sauvignon and the International Wine & Spirit Competition Trophy for Best Single Estate Wine.

Jaraman Cabernet 2002 and Jaraman Riesling 2004 both win Best Wine Trophy in their varietal categories at the Decanter World Wine Awards.

Taylors release the 25<sup>th</sup> Estate Riesling (2004 vintage).

2006 Taylors Promised Land Shiraz Cabernet 2004 wins the Regional Trophy for "Best Red Blend under £10" at the Decanter World Wine Awards. In addition, the St Andrews Cabernet Sauvignon 2002 and the Estate Cabernet Sauvignon 2004 both win gold medals at this prestigious award show.

Taylors win The Riedel Japan Award Best Red Winemaker Trophy at the Japan Wine Challenge, along with another Trophy and gold medal for the Taylors Estate Shiraz 2004, and gold medals for the St Andrews Shiraz 2002 and Jaraman Shiraz 2003.

Taylors win gold medals for the Taylors Estate Riesling 2005 and the St Andrews Riesling 2001 at the prestigious San Francisco International Wine Competition.

Taylors St Andrews Riesling 2001 wins the Trophy for Best New World Wine in the 'spiritual home of riesling'- Germany - at the Best of Riesling Competition (held every two years).



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2007 Taylors is awarded a Great Gold medal for the Jaraman Cabernet Sauvignon 2004 and a Gold Medal for the St Andrews Cabernet Sauvignon 2002 at the Concours Mondial de Bruxelles

Taylors launches the new Eighty Acres range, named after the first block planted on the family estate and featuring the red terra rossa soil from the block on the front label.

Taylors is awarded "Best of Nation" along with double gold medals for the Jaraman Riesling 2005 and the Eighty Acres Shiraz Viognier 2005 at the prestigious San Francisco International Wine Competition.

The Eighty Acres Cabernet Shiraz Merlot 2005 is awarded the Chateau Pichon Longueville Comtesse de Lalande Trophy for "Best Red Blend" at the International Wine and Spirit Competition.

The Jaraman Chardonnay 2005 is awarded and gold medal and then named Best White Wine of Show trophy at the Shanghai International Wine Challenge. The Eighty Acres Cabernet Merlot 2005 and Shiraz Viognier 2005 also pick up gold medals at this show.

2008 Taylors is awarded two gold medals at the 2008 International Wine Competition in London for the Jaraman Shiraz 2005 and the St Andrews Shiraz 2003.

Taylors picks up gold for the St Andrews Shiraz 2002 and the St Andrews Shiraz 2003 in the 2008 Syrah du Monde competition. The Taylors St Andrews Shiraz 2002 was further honoured by featuring in the list of the top 10 wines overall.

In the same year that the Olympics are on in China, Taylors Jaraman Shiraz 2005 wins the Trophy for The Best Red Wine of the Show at the Shanghai International Wine Challenge. Taylors also collected two other gold medals at the same show with a couple of Cabernet Sauvignons – the flagship 2004 St Andrews Cabernet Sauvignon and the 2005 Jaraman Cabernet Sauvignon both reaching the top of the podium.

Taylors Jaraman Cabernet Sauvignon 2004 wins Gold at the 2008 Japan International Wine Challenge.

Taylors release the first Pinot Gris 2008 into the Estate range of wines.

### **Taylors 100% under screw cap since August 2004**

*For further information or images please contact:*

Mitchell Taylor on +61 2 8585 3555 or [mitchellt@taylorswines.com.au](mailto:mitchellt@taylorswines.com.au)

*After more than three decades in the Clare Valley, Taylors Wines remains proudly family-owned and run. The vision to build Australia's most successful family owned wine company was set by Bill Taylor who, in 1969, purchased land with his brother John and father Bill Taylor senior by the Wakefield River in Auburn. This vision has been nurtured and expanded by the next generation, Mitchell, Justin and Clinton Taylor, who all have key roles in the organisation. Taylors challenges world standards through its progressive practices, most evident in the family's commitment to bottling all wines from the 2004 vintage under screw cap, the first major Australian wine company to do so. Taylors ability to meld tradition and innovation results in regular recognition, both in Australia and on the highly competitive world stage.*