



THE POTTS FAMILY

BLEASDALE

EST 1850



OUR VINEYARDS

LANGHORNE CREEK & ADELAIDE HILLS

Langhorne Creek, South Australia

Unique micro-climate

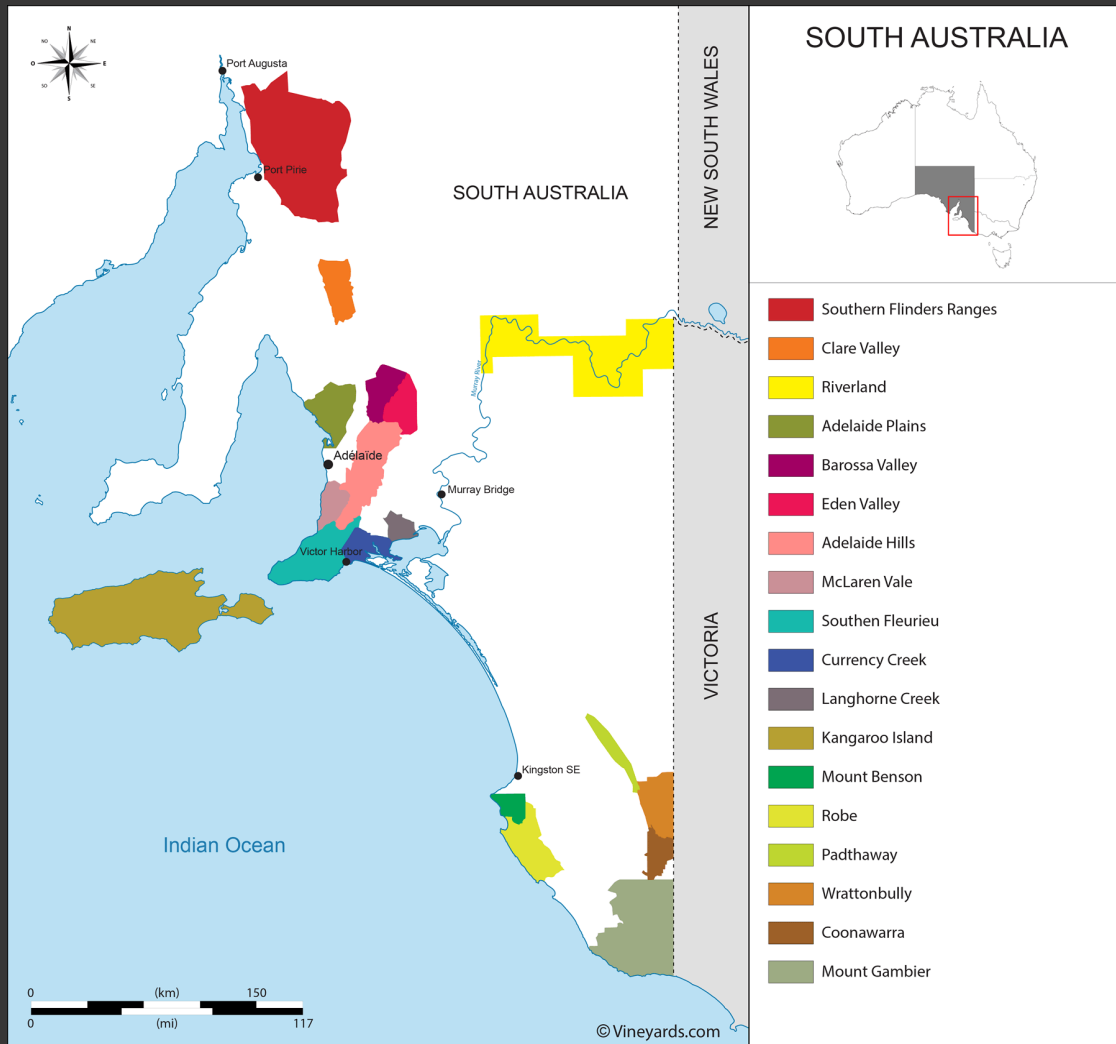
Award-winning wines from Cabernet, Shiraz and Malbec

Adelaide Hills, South Australia

High altitude, cool climate viticulture

Award-winning wines from Chardonnay, Pinot Gris, Riesling and Sauvignon Blanc

| | Adelaide Hills | Langhorne Creek |
|-------------------------|----------------|-----------------|
| Altitude | 400-500 m | 30 m |
| Growing season rainfall | 310 mm | 140 mm |
| Mean January temp. | 19.1 C | 19.9 C |
| Total area planted | 3,832 ha | 6,094 ha |
| Red percentage share | 40% | 85% |
| White percentage share | 60% | 15% |



Introduction

“...One of the most historic wineries in Australia; in 2020 it celebrated 170 years of continuous winemaking by the direct descendants of the founding Potts family... The vineyards have been significantly upgraded and refocused: shiraz accounts for 45% of plantings, supported by seven other proven varieties. Bleasdale has completely revamped its labels and packaging, and has headed to the Adelaide Hills for sauvignon blanc, pinot gris and chardonnay under the direction of gifted winemaker Paul Hotker.”

- Halliday Wine Companion



BLEASDALE

Historic Milestones

1836: Frank Potts came to South Australia on HMS Buffalo when the new colony of South Australia was founded.

1850: Frank Potts purchased the first sections in Langhorne Creek, consisting of 217 acres.

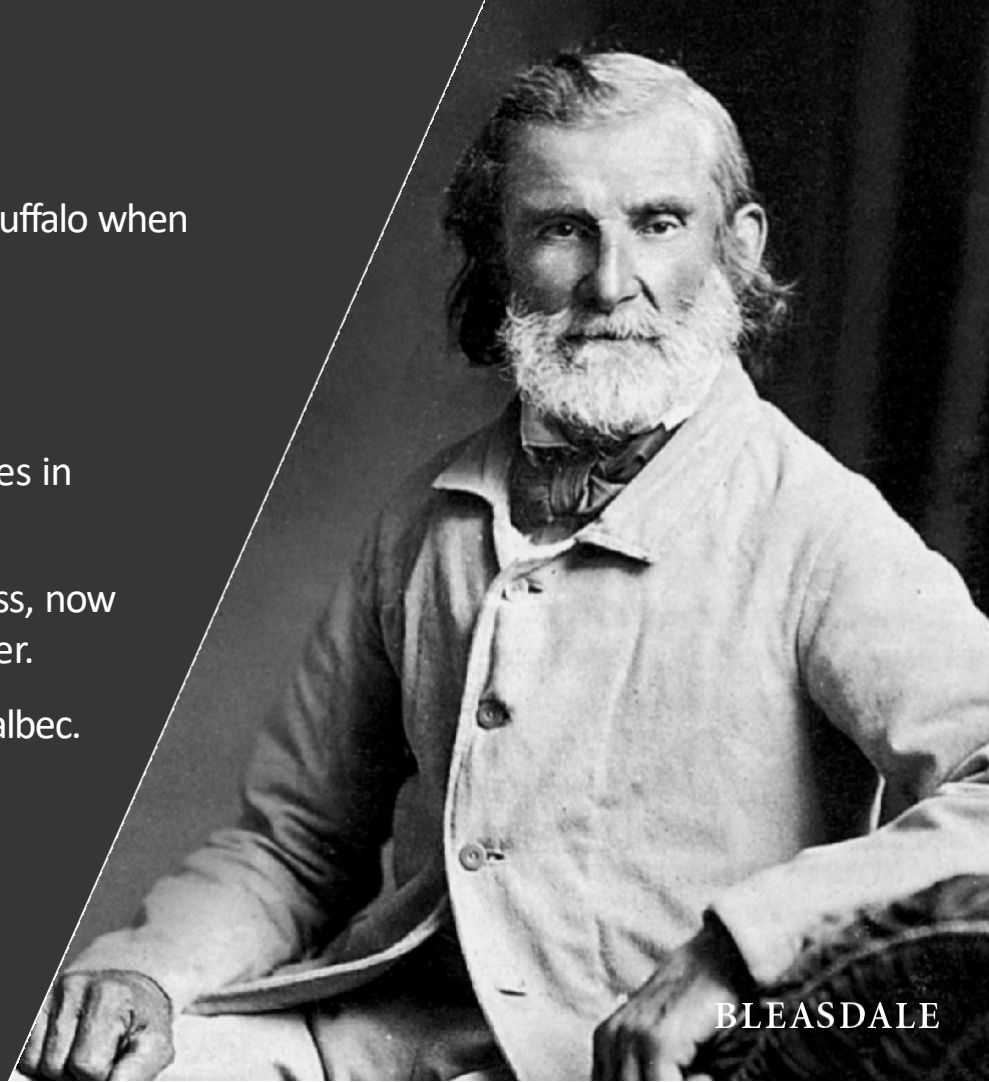
1858: Planted Shiraz and Verdelho as the first grapes in the Langhorne Creek

1892: Frank Potts II built the Bleasdale Red Gum Press, now listed on the National Trust of South Australia register.

1961: Release first red table wine; a single varietal Malbec.

2017: Paul Hotker, Senior Winemaker, wins Halliday Winemaker of the Year.

2019: Bleasdale wins Australia's most prestigious wine award - the Jimmy Watson Trophy.



BLEASDALE

Family Ownership

Success for Bleasdale has come through the hard work, vision, and commitment of six generations.

“Frank had enviable foresight and wasn’t afraid of hard work. He achieved a lot in his lifetime and I reckon he would be proud of the quality of wines we’re making at Bleasdale today.”

- Robbie Potts, fifth generation family member and Bleasdale Brand Ambassador



BLEASDALE

UNIQUE POINTS – LANGHORNE Creek

- Langhorne Creek has a unique maritime microclimate caused from proximity to Lake Alexandrina
- Southerly winds blowing directly from the Southern Ocean across Lake Alexandrina during the growing season reduce daytime temperature fluctuations, helping the grapes to maintain great complexity and flavour.
- Vineyards on the banks of the Bremer River can use a unique method of flood irrigation implemented whenever the Bremer River bursts its banks, with a system of floodgates in place to divert the water through vineyards



Bleasdale's vineyards

- 55.5 hectares of Estate vineyards, including Cabernet Sauvignon, Shiraz, and Malbec
- A number of multi-generational local growers supporting the community
- Oldest Estate vines planted 1930
- Participant in EcoVineyards project where native insectary species are planted to reduce input costs and the use of chemicals
- Yields averaging between 5.8t/ha to 10t/ha, dependent on variety



BLEASDALE

Our Philosophy:

We seek to craft modern wines with great flavour, texture, and elegance to enjoy with or without food and suited to all styles of cuisine.

Wines of individuality, distinction, and provenance.

Lifestyle wines for any occasion - enjoy with family and friends at home, out at your favourite restaurant, or to celebrate special occasions.

Distribution:

Our wines are sold across all channels in the Australian market, including a strong Cellar Door following, as well as in over 20 countries world wide



BLEASDALE

our folio

| | PRESTIGE | FLAGSHIP | HERITAGE | ADELAIDE HILLS | WINEMAKERS' PLAYGROUND |
|----------------------|---|--------------------|-----------------------|-----------------------|---|
| | \$79 | \$30-35 | \$22 | \$22-\$30 | \$20-\$32 |
| SAUVIGNON BLANC | | | | ADELAIDE HILLS (\$22) | |
| PINOT GRIS | | | | ADELAIDE HILLS (\$22) | |
| CHARDONNAY | | | | ADELAIDE HILLS (\$30) | |
| RIESLING | | | | ADELAIDE HILLS (\$30) | |
| VERDELHO | | | POTTS' CATCH (\$22) | | |
| VERDELHO/SAUV. BLANC | | | | | THE WILD PEAR (\$20) |
| SHIRAZ | THE POWDER MONKEY (\$79) | GENERATIONS (\$35) | BREMERVIEW (\$22) | | |
| CABERNET SAUVIGNON | THE IRON DUKE (\$79) | | MULBERRY TREE (\$22) | | |
| MALBEC | DOUBLE TAKE (\$79) | GENERATIONS (\$35) | SECOND INNINGS (\$22) | | |
| GRENACHE | | | | | GRENACHE (\$30) |
| CABERNET BLEND | | FRANK POTTS (\$35) | | | THE WILD PLUM (\$20) |
| SHIRAZ BLEND | | | BROAD-SIDE (\$22) | | WELLINGTON ROAD (\$32) |
| GSM BLEND | | | | | THE WILD FIG SGM (\$22) WELLINGTON ROAD GSM (\$32) |
| SPARKLING | SPARKLING SHIRAZ (\$23) | | | | |
| FORTIFIED | 20 YEAR OLD FORTIS ET ASTUTUS (\$199) 16 YEAR OLD RARE VERDELHO (\$79) 18 YEAR OLD RARE TAWNY (\$79) GRAND TAWNY (\$39) WISE ONE TAWNY (\$22) | | | | |

sparkling shiraz

An Australian tradition.

A cuvée from each vintage of Shiraz since 1997.

Available in 750mL, 375ml and 200ml



BLEASDALE

wild orchard WINES

Modern Australian wines, blended and bottled early to retain freshness and vibrancy.

*The Wild Pear Verdelho/Sauvignon
Blanc*

The Wild Fig

*Shiraz/Grenache/Mourvedre The
Wild Plum Cabernet/Merlot*



BLEASDALE

adelaide hills WINES

Classic, cool climate, varietal and textural.

Riesling

Sauvignon Blanc

Pinot Gris

Chardonnay



BLEASDALE

heritage WINES

Varietal and special blends, complex and regional flavour.

Potts' Catch Verdelho

Broad-Side Shiraz Cabernet Malbec

Second Innings Malbec

Bremerview Shiraz (also available in 375ml)

*Mulberry Tree Cabernet Sauvignon (also available
in 375ml)*



wellington road WINES

Wines that showcase Bleasdale's growing reputation as a master blender.

Wellington Road Grenache Shiraz Mataro

Wellington Road Shiraz

Cabernet



BLEASDALE

flagship WINES

Varietal typicity, aromatic intensity, spice,
and texture.

Frank Potts

Blend

Generations

Malbec

Generations

Shiraz



BLEASDALE

prestige WINES

Best parcels, minimal handling, limited release.

The Powder Monkey Shiraz

The Iron Duke Cabernet

Sauvignon



BLEASDALE

fortified WINES

Rare fortified wines matured in small barrels, with some over 80 years of age since harvest.

Wise One Tawny

Grand Tawny



awards summary

- Winner of the 2019 Jimmy Watson Trophy
- Winner of the 2018 Max Schubert AM Trophy
- James Halliday 'Top 10 Best Value Winery' 2021 Halliday Wine Companion
- Senior Winemaker Paul Hotker named 2018 Halliday Wine Companion 'Winemaker of the Year'
- Halliday 5 Star Red Winery every year since 2014
- Awarded 56 trophies, 210+ gold and 310+ silver medals in the past decade



Thank you

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Contact:

Emma Shaw – Export Manager

emmas@bleasdale.com.au



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