

August, 2010



SOUMAH – NEW YARRA VALLEY WINE LABEL LAUNCHED

This month sees the launch of a progressive new Yarra Valley wine label – SOUMAH. The Butcher Family, with a strong background in horticulture and hospitality, has established SOUMAH. The name is born from the location of the vineyard - South of Maroondah (SOUMAH) - in the 'dress circle' Yarra Valley wine address of Gruyere near Coldstream.

The first wine being released by SOUMAH is the exciting SAVARRO, an elegant crisp Savagnin. Not to be confused with Sauvignon Blanc, Savagnin is a completely different but similarly named variety originating from Northern Italy before propagating many regions in central Europe. The white varietal is noted for its richness and liveliness.

According to the Butcher family, this new variety for the Valley is perfectly suited to its cool climate and truly represents the spirit of the Soumah brand – progressive and well executed.

The fruit was hand-picked at less than 2-tonne per acre, gently crushed, pressed and settled before undergoing long cool tank fermentation at 14 degrees to retain the fresh floral aromatics of this variety. The wine has been allowed to age for a short time on lees to add texture and roundness to the palate.

The vineyard at SOUMAH was established in 1997 and a cellar door is now in the Council planning phase with a view to being opened in 2011.

Planted at the vineyard, in addition to Savagnin, are 3 clones of Chardonnay, 3 clones of Pinot Noir, 2 clones of Pinot Grigio and 3 clones of Shiraz – a variety which we see as the new future of the Yarra. The multi-clonal approach, judicious rootstock selection combined with careful aspect planning will enable the team at SOUMAH to create compelling Yarra Valley cool climate styles.

The Butcher family has been represented in Victoria for generations and has historical association with land. Frank Wynyard Butcher, the family Patriarch, was a horticultural scientist with the DPI for more than 30 years.

Two sons, Greg and Brett, along with their families are behind the SOUMAH project. Greg is a retired Electrical Engineer and is reveling in the day to day management of the SOUMAH property. Non Executive Director, Brett has international experience in the hospitality industry as the CEO of the Langham Group. He has been involved for many years in retailing on-premise wines in many countries including Australia, New Zealand, USA, Hong Kong and China.

Forming the team to deliver compelling, high quality Yarra Valley wine is Tim Brown - Viticulture Director; Scott McCarthy - Wine Maker and Steven Worley - Marketing & Branding.

SOUMAH of YARRA VALLEY

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SOUMAH 2010 Yarra Valley SAVARRO - \$26.00 RRP

Varietal Sauvignin Blanc	Baume 12.0	WINE HAND FASHIONED
Clones SAVI	pH 3.36	
Harvest 25th February 2010	TA 8.0	

'Citrus Crisp, Refreshingly Dry'

COOL CLIMATE WHITE WINE OF AUSTRALIA

SOUMAH

WARRAMATE FOOTHILLS

Single Vineyard

VINTAGE **2010**

YARRA VALLEY SAVARRO

DATE BOTTLED **23 JUN 2010** BOTTLES **4,467** WINEMAKER *Steve McCleary* VITICULTURIST *Blm*

The SOUMAH precinct of Victoria's Yarra Valley is home to many of Australia's most premium wines. Our Dress Circle Vineyard is situated in the Warramate foothills [South of Maroonah ~ SOUMAH (sow-mar)] overlooking the valley floor below. A cool climate, the best varietal clones, closer planted vines and low yields result in superior quality grapes. These are then hand-fashioned into elegant styled wines, rich in flavour, length and savoury complexity.

Dress Circle Location



SOUMAH of YARRA VALLEY