

AD HOC



AD HOC IS OUR RANGE OF REGIONAL WINES. Western Australia is my winemaking heartland and over the years I reckon I've got a pretty good handle on what works where. Everything I do reflects my strong belief that when you get the right varieties in the right sites you're well on your way to making good wine.

Having got the framework right, we've been able to have a bit of fun with the Ad Hoc range, both in the winery and on the branding side too. I've tried a few things with these wines to give them unique personalities rather than just make carbon copies of some of the well established examples.

We've gone against every bit of conventional branding wisdom with the labeling as well. Each wine has several unique labels and we're going to change between them whenever the mood strikes.



MT. BARKER 'WALL FLOWER' RIESLING

09: 'an exotic style of riesling with aromas of honey-suckle, guava and lime juice ... refined and mineral, with a long finish; 95pts' – *Gourmet Traveller*

09: '...fantastic value for money. From a pretty nose of limeskin, jasmine and ginger to a steely and citrus-charged palate, this delivers in spades' – *Matt Skinner*

08: 91pts – *James Halliday Wine Companion 2010*



PEMBERTON 'HEN AND CHICKEN' CHARDONNAY

07: 'a fine and delicate wine' – *Ray Jordan*

08: 'well done WA for making great Chardonnay outside of the stronghold of Margaret River' – *Nick Stock, Wine Business Monthly*

07: 'good depth and weight, bright fruit; 92pts' – *James Halliday Wine Companion 2010*



FRANKLAND 'MIDDLE OF EVERYWHERE' SHIRAZ

08: 'Yep, this is a blue chip ... packed with soft, ripe and delicious crowd-pleasing flavours; 17.8/20' – *John Jens*

07: 'A tasty, full-bodied fully ripe Shiraz that coats the mouth with tannin but has the flair to balance. Serious red at a bargain price; 91pts' – *Huon Hooke*

05: 'Fabulous, spicy dark and savoury' – *Max Allen*



PEMBERTON 'THE RIDDLER' NV SPARKLING CHARDONNAY PINOT NOIR

'would be highly sought after and good value even if it was priced with the \$30-plus The Yard releases - at this price it is a stunner ... wonderfully textured flavours' – *John Jens*

'Full flavoured and approachable ... a cut above most similarly priced Aussie bubbles; 90pts' – *Ken Gargett*
90pts – *Nick Stock, Penguin Good Wine Guide*



MARGARET RIVER 'STRAW MAN' SEMILLON SAUVIGNON BLANC

08: 'Very smart Margaret River SBS from cutting-edge winemaker Larry Cherubino' – *Weekend Australian*

08: 'Highly fragrant, zesty palate; 93pts' – *James Halliday Wine Companion 2010*

07: 'good structure, line and length, a firm, herbal core with some passionfruit and gooseberry; pleasingly dry finish; 92 points' – *James Halliday*



PEMBERTON 'TREE HUGGER' CHARDONNAY

08: 'radiates purity and intensity, offering amazing body, density and character while maintaining a crystalline edge of vibrant acidity and a resonant mineral element that rivals the White Cliffs of Dover... a beautiful chardonnay. Excellent... great value' – *Fredric Koepfel*



WESTERN AUSTRALIA 'MIX MASTER' RED WINE

08: 'A lively spicy blend of Pemberton merlot and Frankland shiraz' – *Max Allen*



MARGARET RIVER 'ETC.' CABERNET MERLOT

08: Fresh berries on the nose with a savoury earthiness. On the palate, classic cabernet flavours of blackcurrant with savoury hints of mushroom. Powerful tannin structure, persistent backbone and a long finish.



PEMBERTON 'HIATUS' PINOT NOIR

07: A fruit driven wine with hints of cherry and strawberry. Medium weight and plush with a focused fruit profile, some gentle cherry spice and very fine tannin.