

# SHAW VINEYARD

*"If you've never tried wines from Canberra District, Hilltops and/or Tumbarumba, all in the southern part of NSW around the city of Canberra, you are truly missing out on some of the most exciting new wines coming out of Australia today."*

*Lisa Perrotti-Brown, MW, Robert Parker's The Wine Advocate*

Enter Shaw Vineyard Estate: a world-class winery run by a dedicated family of four, located in Murrumbateman, NSW, on the Barton Highway between Canberra and Yass.

A family business, Shaw Vineyard Estate began in 1989 when Graeme and Ann Shaw purchased "Olleyville", the historic 700 acre fine wool producing property dating back to the mid-19th century. The vineyard has grown from a dream and a dedicated passion for wine and the land. Today, Shaw Vineyard Estate is one of the largest privately owned vineyard holdings in the region. Eighty five acres of top quality estate grown fruit, including Riesling, Semillon, Merlot, Cabernet Sauvignon and Shiraz, has enabled the Shaws to produce superb quality wines, consistently, year after year.

The vineyard is located in a prime position at an elevation of 640 metres. The cooler climate, inclination and soils are perfectly

suited to the production of outstanding Cabernets.

The Estate today has the capacity to produce 25,000 cases of wine each year. The wine is marketed overseas under the Star Wines three core labels, which appropriately refers back to the points of our Southern Cross: Reserve, Premium Range and Winemakers Selection.

Smart marketing is a key element of the Shaw's success. Recently, the vineyard released a niche wine under its Riscato & Cielo label to meet the changing tastes of younger drinkers and to complement today's relaxed lifestyle.

The Shaws have also positioned the vineyard as a perfect weekend escape for Canberrans and their visitors, just twenty minutes from the city centre. With their adult children, Tanya and Michael, Graeme and Ann have created a top quality cellar door facility, as well as a ceramics gallery adjacent to the award-winning restaurant for fine wining and dining, "Flint in the Vines."

The quality of Shaw Vineyard Estate wines has been recognized with nine trophies and a generous share of gold, silver and bronze medals from various Australian and international wine shows, including the prestigious. awc Vienna International Wine Challenge in 2010.



*"By entering these awards, you not only gain recognition, but are exposed to the wider export community and also gain information to assist you in your future planning," said Graeme.*



**SHAW**  
vineyard estate



**ACT**  
Government

Economic Development



ACT Chief Minister's  
EXPORT AWARDS



The Shaws are as passionate about philanthropy as they are about wine. For the past few years Shaw Vineyards has supported various charities, giving back a percentage of their earnings. The winery has a series dedicated to Camp Quality; to help children with cancer.

The series is aptly named the Laughter series and \$50 raised from each case goes to the charity.

The family is now focusing on developing an export market in the Asia region, marketing to the Philippines, Taiwan, South Korea,

China and Hong Kong. The target is to have an established export market within the next 3 years, exporting around 60% of total production.

"Winning the ACT Chief's Minister's Export Awards in 2010 provided the catalyst we needed to strengthen our focus on our export business," said Graeme.

"This exercise helped us to identify thousands of distributors and importers and gave us credibility and status as successful exporters. This, in turn, has assisted our export efforts.

Graeme strongly encouraged other ACT businesses to enter the 2011 Awards.

"By entering these awards, you not only gain recognition, but are exposed to the wider export community and also gain information to assist you in your future planning," said Graeme.

"Furthermore, the export awards add credibility when targeting overseas markets and this is a crucial factor in your success."

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