

BULLETIN PLACE

The wines of Australia continue to be a stand out success right across the United States. In volume terms, Australia is now the third largest supplier country to the United States and looks set to overhaul France within the next year or so, to move into second place behind Italy.

This is an astounding achievement, as less than a decade ago Australia was not a significant wine exporter. It is now the worlds' fourth largest exporter of wine and currently nearly 1.4 million bottles leave Australia each day for world markets.

This international success pleased none more than Leonard Paul Evans, Order of the British Empire and Order of Australia.



Len, to his many friends and admirers, was at the forefront of the drive to quality and international recognition. This extraordinary man was not only awarded honors by both Britain and Australia for his contribution to wine, but also received the French Ambassador's medal for Personalite de L'Annee and in 1997 was Decanter Magazines "Man of the Year." A former Chairman of the National, Sydney and Adelaide Wine Shows, Len was founder of and blender extraordinaire for The Evans Wine Company, which was established to export wine to the world. Long-time associate, and former CEO of Rothbury, Denis Power handled the day-to-day operations of the company and since Len's death has taken over the reins.

The principal export label is Bulletin Place, now presented in smart new black, red and white livery. Bulletin Place Wines, was established by Len in 1970, as a (mostly) private dining club for wine lovers. It was here that blind tasting was raised to an art form, with the invention of the now world-known Options Game. Bulletin Place also housed what was at the time Sydney's best wine-shop, although the accountants were always suspicious of the latter addition as the proprietor's private consumption ensured an annual loss. Len told a delightful story of one of the Krug brothers visiting Australia to see their very large account, which of course turned out to be mostly for Len and his friend's own consumption. Those who wished to further their wine education naturally made a bee line for Bulletin Place and many of those now at the forefront of the Australian wine and food scene publicly thank Len for their advanced education at the "Bulletin Place Finishing School."

Bulletin Place, numbers 16-18, which housed the club and wine shop, was built in 1832 and is said to be the oldest commercial building still operating in Australia. Bulletin Place once fronted Sydney Cove and goods from the sailing ships were unloaded directly on to its dock, it having been built as a warehouse for Mary Reiby, an emancipated convict. Convicts provided the labor to fill in the foreshores of Sydney Harbour in 1856 and Bulletin Place is now a proscribed heritage building, dwarfed by the skyscrapers of Downtown Sydney.

The Bulletin Place range of wines consists of the four most popular Australian varietals, a Chardonnay, Cabernet Sauvignon, Merlot and Shiraz.

Bulletin Place Chardonnay The wine combines equal portions from our Camden vineyard just outside Sydney and the cool climate King and Alpine Valley region in the Victorian high country. The tank and barrel fermented portions were blended together prior to bottling. The wine has fresh, strong peach/melon chardonnay character on the nose, with a hint of barrel maturation. The palate is rich and multilayered, with a nutty character and a long persistent finish.

Bulletin Place Shiraz Shiraz is the preeminent red variety in Australia; thriving in the hot, dry climate that allows the variety to fully ripen, revealing its soft, fleshy tannin structure. This wine draws its fruit from the Riverland (70% together with 30% of various dry grown regions of McLaren Vale, Langhorne Creek, Hilltops. This is a stronger more powerful Bulletin Place Shiraz to date, with dark color, soft spicy aromas and flavors of dark chocolate, cherries and plums. The wine is soft in the mouth and smooth-finishing, a hallmark of this variety.

Bulletin Place Merlot

This is a variety that until recent years was little planted in Australia. It is a difficult variety to grow and as the vines reach maturity the wines have taken on a new dimen-



Len Evans and Denis Power

sion of concentration and quality. This wine is a blend of grapes grown in the Riverland region of South Australia, blended with a smaller proportion of wine from our cool climate vineyard in the Hilltops region of New South Wales. It has an excellent deep color and a nose of berries and dark cherries. The wine is round in the mouth and finishes with soft sweet tannins.

Bulletin Place Cabernet Sauvignon The Cabernet Sauvignon continues to increase in concentration and extract as the vineyards mature. This wine is made from a blend of warm climate Riverland of South Australia fruit and cool climate fruit from our Hilltops vineyard. It is medium hued in color and the nose is full of plums with an appealing hint of mint. The flavors are intense, the tannins moderate and it finishes very soft in the mouth.