

# MICHELINI WINES

*...continuing a Family Winemaking Tradition for over 150 years...*

E - Newsletter - March 2013

**Welcome to the March 2013 Newsletter for Michelini Wines!**

*Vintage 2013 is now well underway, and we are now 3 months into it!*

*The 2012/13 growing season has been very different to the last few years with little rain, however there were a few hot weeks where the vines were watered daily to keep the moisture up.*

*Our first grape sampling was in early February with ripeness progressing well and at the same rate as previous years. The first harvest of Chardonnay for sparkling wine was in the third and fourth week of the month with fresh acidity and good flavour.*

*Pinot Noir for sparkling is typically harvested early March, followed later in the month with our other white varietals - Sauvignon Blanc, Pinot Grigio and Chardonnay, whilst the red grapes tend to ripen towards the end of March and Merlot ripening in April.*

*In other news we welcome a new label and a new Sparkling wine to our range, under the name of Demon Ridge, this is an exciting time for us and we encourage you all to try this wine when you are next passing Cellar Door or place your exclusive pre release order now!*



*Call Cellar Door for details!  
03 57 511 990*

*2013, the year of the snake, is certainly  
looking like a year to  
remember!*

*Greg O'Keefe  
Winemaker*

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CHARDONNAY PINOT CUVEE

Region Alpine Valleys

Category Sparkling Wines

Vintage NV

**Review** Lovely yeasty aromas with hint of nice oak underneath. Delightful mouthfilling, fruity palate.

93 Points

Price point \$20.00 to \$25.00 US

Michelini Wines  
Dino Michelini  
sales@micheliniwines.com.au  
+61 3 5751 1990  
www.micheliniwines.com.au

With another Vintage about to begin, there's no better way to start 2013 than with another fantastic award for our premium Michelini Chardonnay Pinot Cuvee.

Congratulations to Greg, our Winemaker on this great achievement! It's been a busy Summer as Cellar Door welcomes a new face, Ms Erin Dobell and we farewell (for only a short time, we hope!) Ms Alicia Keele as she takes leave to enjoy the highly anticipated arrival of her second child, due in June.

In other news we are excited to officially welcome a new sparkling product to our portfolio called Demon Ridge - and we also welcome new Wine Club members to our extended family!

**\*Don't' forget to refer a friend for your additional 5% discount!**

Keep an eye out for more exclusive member specials & promotions this year for both the Devils Creek and Michelini products, and if you have any ideas or comments on what you would like to see, change or both at Michelini Wines, please drop me a line!

To see ourselves as others do,  
we need a little help from you!

**sales@micheliniwines.com.au or 03 57 511 990**

**Jo McIntyre, Cellar Door Manager**

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**Put these dates in your diary!**

**Myrtleford Festival - Labour Day Long Weekend**

**March 7 - 11, 2013**

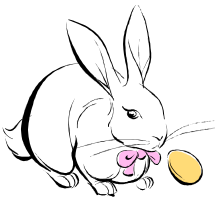
*Cellar Door open 10am - 5pm*

**Saturday 9 March 2013**

***See us at the Saturday Street Market & Food Court!***

*Selected wines available for purchase by the glass & bottle*

*11 am - 8pm*



**Friday 29th March to Monday 1st April**

**Easter Holiday Long Weekend**

*Cellar Door open 10 am to 5 pm - CLOSED Good Friday*

**Saturday 18th May**

**Beechworth Harvest Festival**

*Selected Micheline and Devils Creek wines available by the glass & bottle from 11am*

**22 - 26 May, 2013**

**La Fiera Festival**

*Selected Micheline and Devils Creek wines available  
by the glass & bottle from 11am*



*See us at the Saturday Street market and on Sunday at Circolo Trentini  
( Trentini Circle) with our Northern Italian varieties!*

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## Devils Creek Merlot Anniversary edition

Keep an eye on out for our 10th Anniversary sticker on your next bottle of Devils Creek Merlot - designed with a birthday in mind, you will be sure to enjoy this wine all the more as we celebrate 10 years of this popular favourite with you!

## Wine Club Members

The next delivery for all members will be sent out 1 June 2013.

\*\*Upgrade your wine club membership today at Cellar Door today! Salute.

**\*\*Join a friend and receive an additional 5% off your next purchase!**

### Trading Hours

*Cellar Door open 7 days 10.00am - 5.00pm*

*\*OPEN Anzac Day from 12pm*

*\*CLOSED Good Friday*

Visit our Online Store!

Order our Wines!

<http://www.micheliniwines.com.au/online-store.html>

<http://www.devils creek.com.au/online-store.html>



### **Reducing our Carbon Footprint**

Michellini Wines is committed to reducing our carbon footprint.  
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