



Ten Minutes by Tractor

MORNINGTON PENINSULA

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Terroir...Again

We have talked a lot about terroir in past newsletters because, very simply, it is integral to who we are and what we are trying to do.

We are fortunate to have four (one recently planted) vineyards which are all unique. These vineyards are divided into blocks dependent on variety and clone; in our case a block is synonymous with a specific clone of a specific variety. A clone (from the Greek for "twig") is a descendant of a single plant – a genetically distinct sub-type which has different characteristics from the original. Virtually all grape varieties have multiple clones.

The matrix this creates allows us to blend different clones from different vineyards, the same clones from different vineyards or different clones from the same vineyard; alternatively, we can just use the same clone from the same vineyard or from a specific block within a vineyard (eg 2003 Wallis Vineyard Pinot Noir, all MV6).

We are just about to release two single vineyard Chardonnays – the **2004 McCutcheon Vineyard Chardonnay** and the **2004 Wallis Vineyard Chardonnay**

As we learn more about the characteristics of each vineyard, each block (an ongoing and never ending process), we continually refine our viticultural management to get the

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best results we can. We are then able to release wines which we believe best express these vineyards and the particular vintage overlay.

These two Chardonnays are a fascinating illustration of the concept of terroir because, other than the vineyard they came from, they are effectively identical...

- 4 same clone (P58)
- 4 vines almost same age, Wallis is one year older than McCutcheon (13 v 12)
- 4 same viticultural techniques, both on Scott-Henry trellis
- 4 picked within a day of each other

	Picked	Beaumé	pH	Acid	Yield
McCutcheon	13-Apr	13.1	3.2	10.1	8.2t/ha
Wallis	12-Apr	13.0	3.1	9.6	14.0t/ha

- 4 same winemaker, Richard McIntyre, and same winemaking technique... Hand harvested, de-stemmed and crushed, pressed, settled with enzyme and racked to barrel. 100% wild yeast ferment in 30% new oak with 100% MLF. 10 months in barrel with regular lees stirring before a light gelatine fining and filtration at bottling.
- 4 same new oak treatment... 30% new French (*Sirugue, Gillet, Rousseau*)
- 4 same alcohol (14.1%)
- 4 bottled same day (27 March 2005)

2004 was a great vintage, rated 9/10 by Langton's and described as, "A very dry season with the hottest December on record. Dry, cool conditions prevailed over the growing season. Vintage was late but the fruit achieved optimum ripeness and flavour intensity."

What is distinctive about these two vineyards? From the table over it can be seen that the only obvious differences are vine density, elevation and aspect.

Yields were well up on the previous two years – a function of both the very low yielding 2002 vintage (2.2 t/ha) and its flow on to 2003 (3.0 t/ha),

STOP PRESS

One of the subjects of this newsletter, our **2004 McCutcheon Vineyard Chardonnay**, has just won a **gold** medal plus the **Alstrom Trophy** for the **Best White Wine in Show** at the 2005 *Le Concours des Vins du Victoria*.



Owner Martin Spedding (centre) with the trophy

Ten Minutes by Tractor owner Martin Spedding, who is also president of the MPVA (Mornington Peninsula Vignerons Association), said...

"The results again showed the strength of Mornington Peninsula wines, particularly in the Pinot Noir and Chardonnay classes, against other very well represented regions. Mornington Peninsula wineries received six of the eight awards in the Pinot Noir class, including both golds, and received the trophy for best Pinot Noir in show for the second year in a row.

[you will remember the **Ten Minutes by Tractor 2003 10X Pinot Noir** won the trophy last year; this year we only entered our Chardonnay]

In the Chardonnay class the Mornington Peninsula received two of the five awards including one of the two golds and the trophy for best white wine in show.

Great results from an interesting competition. The judging panel was half French and half Australian with a mix of winemakers and sommeliers."

and because in a great year such as 2004 it is possible to increase yields without compromising quality. However, yield numbers can be misleading because of vine density. Yields of 8.2 t/ha (3.3 t/acre) at McCutcheon and 14.0 t/ha (4.9 t/acre) at Wallis actually translate to 4.0 kg/vine and 4.2 kg/vine respectively – not that different.

Continued...



	Bearing area	First planted	Density (vines/ha)	Elevation	Aspect	Soil
McCutcheon	5.2ha	1993	2,633	170-190m	east	Red Ferrosols (soils with high free iron and clay content associated with basalt parent material) with Dermosols (moderately deep and well-drained soils) over Tertiary Basalt
Wallis	5.1ha	1992	2,964	110-130m	north north east	

The Chardonnay at **McCutcheon** is grown on the south side of the vineyard ranging in elevation from 170-190m and has an east aspect...



McCutcheon Vineyard

The **Wallis** Chardonnay is on the east side of the vineyard ranging in elevation from 110-130m and has a north north east aspect...



Wallis Vineyard

Wallis is lower but more exposed to cool coastal breezes; McCutcheon higher but more protected - this may explain why, for the past five vintages, the Chardonnay on both vineyards has been picked within a day or two of each other.

The tasting notes...

McCutcheon

Pale green golden in colour with a complex rich nose of **toasted caramelised cashew nuts, ripe lemons, honeydew melon, yellow peach and honey**. On the palate the wine is **full** and **rich** in flavour and texture, yet has a lovely **crisp citrusy** acid finish. A wine that is **restrained** and **structured**, with underlying **opulence** that should emerge further with time.

Wallis

Similar pale green gold colour to the McCutcheon Chardonnay, but with a more elegant and restrained style. On

the nose showing **lemon, lime, blossom, white nectarines and honeysuckle**. On the palate, **white stone fruit** is balanced beautifully by **fine, crisp** acidity, **restrained oak spice** and terrific length. A wine that combines **intensity** and **finesse** to great advantage.

Compare the key descriptors: the McCutcheon is definitely a bigger wine – full, rich, opulence – compared to the Wallis – fine, crisp, finesse – but why?

Are these differences purely due to the different aspect and elevation? Are the soils slightly different? Does water retention vary?

The simple answer is, at this stage, we are not sure! But we celebrate the difference and continue our search to understand the differences and how we can help these unique characters be fully expressed through the wines we produce.

Other New Releases

As well as these exciting Chardonnays, look out for...

2005 10X Sauvignon Blanc TO BE RELEASED EARLY 2006

Described in Randall The Wine Merchant's newsletter (20 October 2005) as "their best to date. With complex aromas of inciting tropical fruit, fresh spring herbs, citrus blossom being well balanced by just a hint of green pepper, the 2005 explodes on to the palate filling it instantly with lush tropical fruit that lasts to the very back of your mouth. The super clean finish with slight mineral characters makes for a perfect accompaniment to a meal or on it's own on a hot summers day."

2005 10X Pinot Gris TO BE RELEASED EARLY 2006

This Pinot Gris has been 60% wild yeast fermented and aged in old French oak barrels for 9 months. The

wine displays a delicate, fragrant nose with lovely floral and peach characters; it is elegant, rich and full bodied with a silky, long and spicy finish.

In The Vineyard – Spring/Summer 2005

Alan Murray, Vineyard Manager

With the onset of some beautiful spring weather, our vineyards have once again come alive and the vineyard crew is rejoicing in the completion of the arduous task of pruning!

Budburst is a very important time in the vineyard; at this time we can assess the health of the vines by carefully monitoring leaf colour and the percentage of buds left on the canes during pruning that have burst. A grapevine relies almost completely on stored carbohydrate reserves (accumulated prior to dormancy) to push out new growth – if the vine is in poor health we see poor budburst and/or slow and spindly growth. The roots wait for the soil temperature to rise and then begin re-growing new fibrous roots that were aborted during winter, this can take up to a month or more to happen. Meanwhile the demands of the new shoots are taking all the reserves left in the trunks and canes and major artery roots deep in the soil, thus the need for very healthy vines at this time.

As always, our pruners have done a great job in selecting good healthy canes to lay down and new shoots are growing at a rapid rate.

The second most important stage of the season is flowering, when the fruit sets and the vigneron's cross their fingers for kind weather. We have just come through flowering successfully, the weather was warm and still for the most part, assisting in the set of the bunches which is done on a berry to berry basis. This is very good news as the coming vintage looks to have moderate to low yields which make for fruit with great flavour and richness. This vintage is currently 2 weeks ahead of schedule.

References (see article opposite)

- Bruwer J, Li E, et al (2001), "Wine-Related Lifestyle Segmentation Of The Australian Domestic Wine Market", *Wine Industry Journal*, 16(2): 104-108
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Who Are You?

The Australian wine market is a difficult one - concentration at both producer level (the top 20 producers account for about 90% of sales) and retail level (Coles and Woolworths have a combined market share of about 45%) has a huge impact on small wineries like ours but also, importantly, on you as a consumer. The most comprehensive research into the Australian wine consumer has been carried out by Dr Johan Bruwer and his colleagues at the University of Adelaide's Wine Business Group. Bruwer has gradually refined and confirmed the research over several studies (see references page 2); the latest, reproduced with Dr Bruwer's permission, identifies several consumer types/segments.

Although this academic work is unlikely to fit any one wine drinker exactly, it does provide an interesting insight as to how the Australian market is developing and its incredible diversity. You might be interested to assess how you, your partner or friends may fit Dr Bruwer's categories.

Me
Partner
Friend 1
Friend 2
Friend 3

Conservative, traditional wine drinkers

This older wine drinker, more likely male is well educated, well remunerated in his profession and drinks wine frequently, usually red. They have an interest in the provenance of wine and display connoisseur characteristics. When they buy wine, they use information to assist their decision. The consumption occasion plays a part in decision-making; there might be some spontaneity in purchasing, but there is also an element of safe brand buying and risk avoidance. They normally buy wine from a wine retail store, but in excess of 20% of purchases are made from cellar door or by mail order - probably favourite brands bought regularly. They spend the most on wine per month of all the segments and are not afraid to spend large amounts of money on the right bottle of wine.

Enjoyment-oriented, social wine drinkers

This younger, predominantly female wine drinker enjoys a glass of wine on a night out with a group of friends, either at a pub or bar or at a restaurant. They feel that wine drinking is quite sophisticated, hence occasion plays a part when buying wine. A lot of consumption occurs at weekends and although it is their preferred beverage, they do not drink as much wine as other consumers. Although they seek information when buying wine and also asks sales assistants for help, they are more likely to revert to buying brands that have served them well in the past, especially if they happen to be on special, as they like value for money. They are likely to drink white or sparkling wine.

Basic wine drinker

This predominantly male wine drinker drinks wine because he enjoys it. There are no airs or frills associated with drinking - if there is wine available, they will have a glass, but if not, they are just as happy having a beer. They rarely seek information when purchasing wine and have a number of safe brands from which to make a purchase. If offered a bargain, they will take it, but will not necessarily go out of their way to seek one out. They usually drink whatever is available, with a slight preference for red wines.

Experimenting, highly knowledgeable wine drinkers

The consumers in this segment have connoisseur tendencies and an interest in the provenance of the wine. What separates them (in part) from other segments is their very detailed knowledge of wine and wine-related subjects. They have a desire to learn more and are therefore updating their knowledge on a regular basis. They are also likely to be well-educated males (male/female ratio: 70:30), with household earnings in excess of \$75,000 per year. The other main distinguishing factor is their approach to buying wine - they like to take a risk and are keen to drink wine that they have not tried before. They are also keen to ask for advice and seek information about the wines they are considering (consistent with their quest for knowledge and their interest in the provenance of the wine). This can also lead to spontaneous buying of wine. As a result of this experimenting they do not have a safe set of brands although it is likely that they become brand loyal to those wines that meet their 'experimenting' needs and wants. Their preferred retailers are fine wine stores.

Image-oriented, knowledge-seeking wine drinkers

Consumers in this segment share many of the characteristics of the previous segment. They are likely to be tertiary educated males (male/female ratio: 80:20), with over half having a household income in excess of \$75,000 per year. They also display connoisseur tendencies, are interested in the provenance of the wine they drink and have a dedicated cellar (or space) for storing wine. They indulge in pre-drinking rituals and about 40% drink wine every day. These consumers have some knowledge about wine and are actively seeking to further that knowledge. When purchasing wine they are risk averse and seek information about their prospective purchases and are guided by the views of wine writers and other opinion leaders. They are particularly mindful of price, but this does not mean that they buy cheap wines. They have been drinking wine for some time, probably since their university days, but they now have the income to buy wines recommended by others. Their preferred retailers are fine wine stores. They derive a lot of enjoyment and satisfaction from drinking wine and like the image that drinking wine portrays.

Mature time-rich wine drinkers

Generally an older male who has been drinking wine for some time. Wine has always been of interest to them and they have a number of safe brands from which they purchase. However, they now has a bit more time on their hands (many have retired or are approaching retirement), is learning more about wine and taking the opportunity to try new and different wines. They read about wine and use this knowledge when purchasing wine. Their interest in wine manifests itself in some connoisseur tendencies and an interest in the provenance of wines. They have a small cellar at home and engage in some wine rituals.

Sex and the city wine drinkers

This wine drinker is likely to be professionally employed and is more likely to be female. They have an interest in wine that manifests itself in some connoisseur-type behaviour, have an interest in the provenance of wine and might have a small cellar at home. This drinker seeks information when buying wine and can be quite spontaneous in purchasing behaviour. In their professional capacity there is likely to be an expectation that entertainment is involved. Preference is for red wine. The occasion-driven behaviour could be linked to business activities and although they regularly drink wine, it is frequently only at these business functions.





Season's Greetings from the team at Ten Minutes By Tractor

Introducing Tractor Oil

We have just released our first olive oil. Grown on the Judd vineyard in Main Ridge, Mornington Peninsula, this premium cool climate olive oil was produced from *Picual*, *Manzanillo* and *Corrigiola* olives.

Only available at the cellar door in 250ml bottles or cases can be shipped to you

The Judd vineyard is one of three vineyards maintained by Ten Minutes By Tractor Wine Company to produce its award winning wines.

The olives were hand harvested and cold pressed to produce an oil with delicate aromatics and elegant flavours; an ideal match for your favourite gourmet recipes.

Some Recent Reviews...

A general comment

At a recent Australian Wine Bureau tasting, I sampled excellent wines from half a dozen producers... including the incomparable Ten Minutes by Tractor.

Tim Atkin, The Observer Magazine (UK), 6 November 2005

2003 10X Pinot Noir

Best captures the charming, succulent cherry/berry flavours and fine but persistent tannin that make good Mornington Peninsula pinot noir so delicious. Very good with barbecued quail.

Max Allen, The Weekend Australian Magazine, 19-20 November 2005

2003 Wallis Vineyard Pinot Noir

Great to see a single vineyard wine being produced here, and it is a good wine. It's dry and long and mineral, and while sweet oak pokes out at first, give it time in the glass and the oak recedes significantly, revealing stewed, chalky, interesting fruit, rivets of spice and gentle wild edges. It will mature well. Drink: 2005-2011. 91 points.

Campbell Mattinson, Winefront Monthly, October-November 2005

2003 Reserve Chardonnay

This is an exceptional offering from the Mornington Peninsula. Its complexity derives from the use of wild yeast fermentation in oak and extended lees contact. Aromas of honey, oatmeal and nougat lead onto a rich but balanced palate. 5 stars.

Huon Hooke, Ralph Kyte-Powell, Sally Gudgeon, The Age 'Sunday Life' - Uncorked, 16 October 2005

2003 Reserve Chardonnay

Tremendously complex Mornington wine. Wild yeast, barrel ferment and malolactic characters jostle for attention. Fig, vanilla, nougat, honey and butterscotch; a riot of flavours with a rich palate that's enlivened by fresh acidity.

Huon Hooke, Sydney Morning Herald Good Living, 13 September 2005

2003 Reserve Pinot Noir

"People's Choice" Award
Federation Square Victorian Wine Awards, September 2005

The Cellar Door

As usual at this time of year we are gearing up for our busiest period leading up to Christmas and the January holiday period.

Remember we are open daily from 27 December to 29 January for tasting and every weekend (plus New Years Day and Australia Day) for delicious light meals.

Call in and get Julie to run you through our full range of wines, including our award winning Pinot Noir (we still have some 2003 Wallis available at cellar door) and Chardonnay and our 2003 Tempranillo (only available at cellar door).

Newsletter Feedback

Our newsletter has been going for 12 months now and we value your input. To win a mixed case of our wine, simply give us your comments on our newsletter - either at the cellar door or email us (info@tenminutesbytractor.com.au) your details and we will draw a winner at the end of January.

