

# SIRROMET

LIFE • STYLE • WINE



SIR ROMÉT says:  
*I'll drink to that!*



# *The Sirromet Story*

*I*t was winter of 2000 when our audacious venture first opened its doors. Owner Terry Morris set out to create a destination winery, with a bold vision of magnificent wines, and an unforgettable culinary experience.

## *Why audacious?*

Because plenty of wine snobs said it couldn't be done. They said decent wine could never be made here. That it was impossible to grow quality fruit in the high altitude, cold-climate vineyards of the Granite Belt. But these so-called experts were well off the mark.

Terry and his dedicated team have since collected over 350 wine awards and countless accolades for the prestigious Restaurant Lurleen's. Sirromet is a winery to be reckoned with.

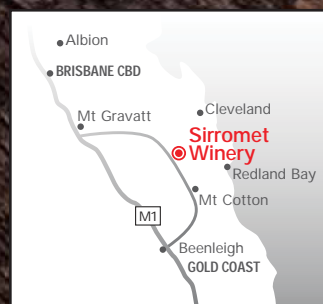
## *See for yourself.*

The breathtaking Mt Cotton property is only 30 minutes from downtown Brisbane and less than an hour from the Gold Coast. It's 560 acres of manicured estate, with a world-class working winery, an award-winning restaurant, a buzzing Cellar Door and more.



Owner, Terry Morris  
Sirromet makes him smile

30 minutes from  
Brisbane CBD  
Less than an hour  
from the Gold Coast



# Who is SIR ROMÉT?

Sir Romét is a character who features as part of Sirromet's new brand strategy. By giving the character the name 'Sir Romét', the company is building an immediate connection between the highly visible white cat and the brand name. (Hopefully it will help people pronounce it correctly too – it's sirro-may not sirro-met!)

In a market with close to 3,000 wine companies and 30,000 SKU's, point of difference and standing out from the crowd are important – and Sir Romét achieves that.

Plus, this cat's got attitude. He wants his glass filled to the brim, he doesn't have time for the confusing science of food matching, and complex wine terminology drives him spare. In short, he's saying what many consumers privately think: what's it go well with? A glass!

Sir Romét will feature in a wide ranging billboard and print media campaign for Sirromet, commencing August 2008. Plus, he'll appear on cartons and other collateral, making a strong connection between the campaign and the product in store.



*It's a cheeky little*

**SIRROMET**



# Make everyday a Perfect Day



## Everyday White:

### Nose:

Fresh, young, citrus bouquet with floral notes & flinty overtones.

### Palate:

Classic dry white blend showing fresh, crisp, citrus characters from the Verdelho, Colombar & Semillon parcels & creamy tropical fruit characters of white peach & pear from the Chardonnay.



## Unwooded Chardonnay:

### Nose:

Tropical stone fruits with citrus notes.

### Palate:

Crisp, fruit driven chardonnay exhibiting creamy tropical fruit characters of white peach & honey dew melon & finishing with a slight regional flintiness.



## Rosé:

### Nose:

Pretty floral bouquet exhibiting green apple, strawberry & light citrus characters.

### Palate:

Strawberry, rose & musk characters with no residual sweetness, well balanced acidity and a lovely tapered palate.



#### Everyday Red:

**Nose:**

Raspberries, currants, lifted spice, cinnamon & nutmeg.

**Palate:**

Rich and firm palate with hints of chocolate, berries, herbal spice, earthy notes & cedar overtones.



#### Cabernet Merlot:

**Nose:**

Floral, berry, herbal nose with hints of mint & eucalypt.

**Palate:**

Rich, ripe berry fruit of raspberries & cassis with a velvety mouth feel & hints of vanillin oak.

The Perfect Day range of wines are designed for everyday occasions. Bright, approachable and fun the wines appeal to consumers looking for quality wine of reliable consistency at a very affordable price point (around \$10 per bottle).

The popular styles appeal to the broadest range of tastes and suit any occasion from the weekend BBQ to dinner with friends. Or, as we like to think, who needs an occasion?

Make it a *Perfect Day*, everyday.



Our fancy new cartons.  
Not much chance of missing these.

# 820 Above



## Chardonnay Pinot Noir:

### Nose:

White strawberry, granny smith apple, citrus and subtle biscuit notes.

### Palate:

Broader commercial style Chardonnay Pinot Noir Sparkling exhibiting rich fruit characters, good fruit weight and a lovely tapered palate.



## Pinot Gris

### Nose:

White pear, custard apple and dried limes.

### Palate:

Fresh, rich palate showing good texture, weight and a harmonious balance of fruit and acidity.



## Verdelho:

### Nose:

Bouquet of citrus fruits, floral mint, yellow passionfruit and gooseberry.

### Palate:

Rich ripe Verdelho characters with hints of Jonathon apple, gooseberry, yellow passionfruit and lovely citrus clean acidity.

# Above



### Cabernet Sauvignon:

**Nose:**

Eucalypt, cassis with floral notes.

**Palate:**

Full, rich palate exhibiting dense berries, raspberry juve characters complemented by robust tannins on the finish.



### Shiraz:

**Nose:**

The nose exhibits chocolate, cedar, cigar box and black forest cherry notes.

**Palate:**

Fresh, medium bodied, rich red berry fruits with good fruit weight, lovely firm powdery tannins and complimented by a sweet berry fruit finish.

**T**his range of quality wines is tailor-made for people looking to be elevated to the next level in wine appreciation. The name derives from the high elevation of the Granite Belt grape growing region (820m above sea level), where Sirromet's vineyards: Seven Scenes, Night Sky and St Judes are strategically located to utilise the optimum growing conditions.

Educating wine drinkers to the advantages of growing grapes in arguably the highest altitude in Australia, the 820 Above range is ideal for anyone wishing to take the next step up in wine quality – from entry level wines. Delivering above expectations, each wine in this range is high on taste and even higher on value.



**Our fancy new cartons.**

You won't miss these.

# SEVEN SCENES



## Chardonnay Pinot Noir:

### Nose:

Refined fruit characters of white strawberry and citrus with a subtle toastiness.

### Palate:

Lean, elegant, fresh, yet complex Chardonnay Pinot Noir Sparkling exhibiting white strawberry and green apple characters, racy acidity and subtle biscuit notes on the finish.



## Chardonnay:

### Nose:

Dried lime, white peach and cashew nut with waxy vanillin oak and flinty, mineral notes.

### Palate:

This elegant Granite Belt Chardonnay has a complex yet delicate layered palate exhibiting rich, fresh, citrus and tropical white peach characters, soft balanced oak and finishing with a lovely creamy textured palate.



## Viognier:

### Nose:

Lifted aromatic tropical fruits, cumquats, ripe apricots and tangerine with hints of refined vanillin oak.

### Palate:

Rich, full bodied Viognier showing intense fruit flavours, fine Granite Belt varietal characters and lovely balance between fruit, oak and acidity.



### Merlot:

#### Nose:

A complex Merlot showing dense chocolate characters, touches of plum and red berry fruits—with lovely rich fruitcake overtones.

#### Palate:

Rich, ripe, plump, dense fruit, showing lovely Merlot varietal characters. Although very young, this Merlot exhibits earthy, firm tannins, intense, persistent fruit flavours, exquisite sweet vanillin oak notes and finishes with a soft tapered palate.

### Cabernet Sauvignon

#### Nose:

Rich chocolate Cabernet exhibiting dense forest floor characters, concentrated cassis and vanillin oak influences.

#### Palate:

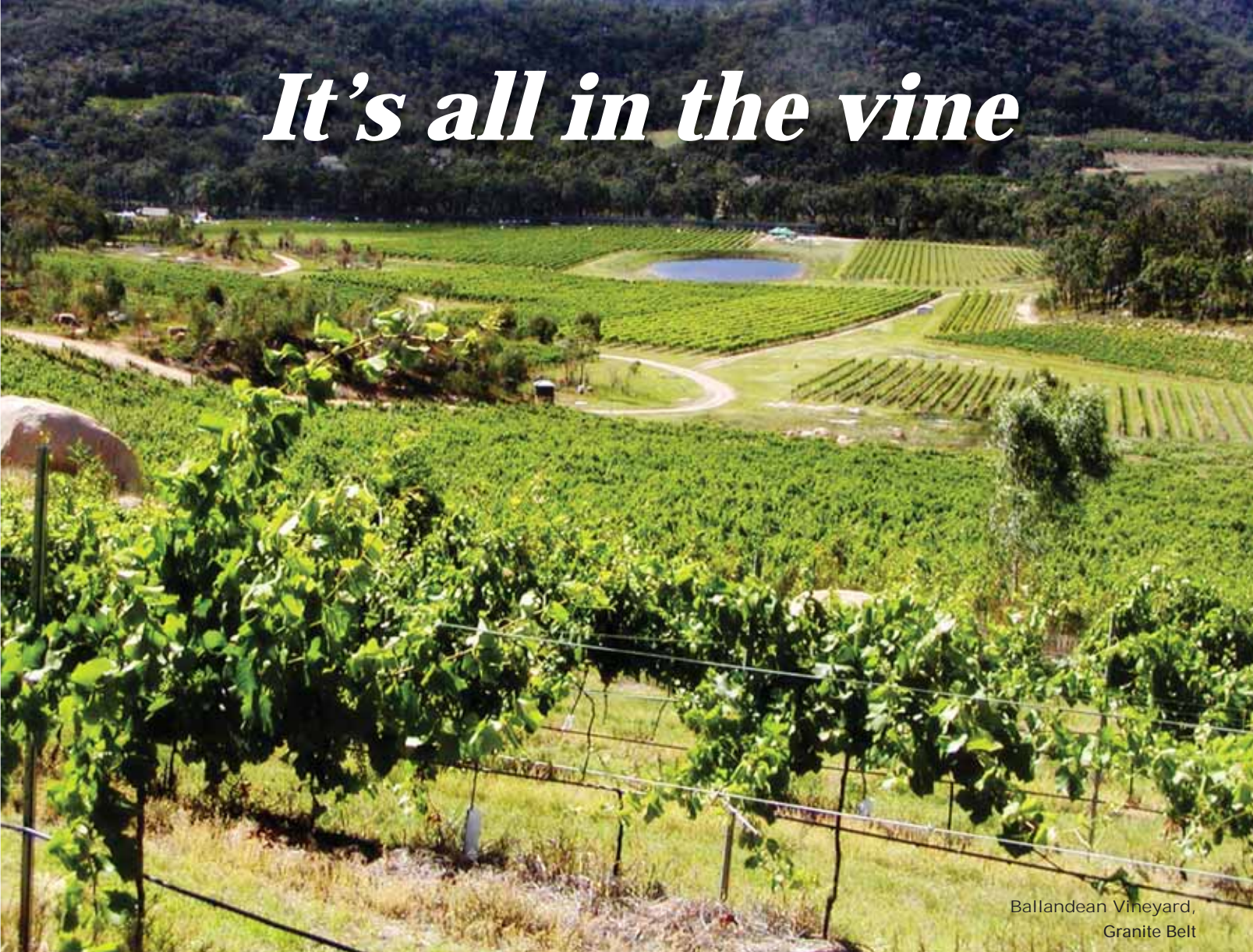
Intense, powerful, rich, ripe Cabernet Sauvignon showing lovely firm berry fruit and soft powdery tannins. This well structured wine has a lovely complexity with well balanced oak and acidity.

**S**irromet's Seven Scenes range makes use of only our finest select parcels of carefully nurtured fruit – to produce wines of rare character and distinction. A leading flagship range of the Sirromet family, the Seven Scenes range is the worthy recipient of many prestigious national and international wine awards.

Available in strictly limited quantities, the Seven Scenes range, while ready to enjoy straight away, is made to reward the patient – maturing even further with careful cellaring.

Due to their premium nature, the Seven Scenes range is typically suited to complement the carefully prepared menu of a five-star restaurant – performing equally well at an important dinner party or work function. When quality is paramount, you can be confident in recommending any wine from the Seven Scenes range.

# *It's all in the vine*



Ballandean Vineyard,  
Granite Belt

## ***Fine wine? It's all in the vine.***

So what's the secret to quality wine? The answer is refreshingly simple: quality fruit.

Sirromet's fruit grows upon some of Australia's finest high-altitude vines, beginning its winding journey over 820 metres above sea level in our Granite Belt vineyards, around two-and-a-half hours from Brisbane. Here, the drainage is excellent and the soil structure superior.

Next stop is the Sirromet winery at Mount Cotton. From there, our wine travels the world, pleasing palates and collecting a swag of awards along the way. And it's all because we gave our fruit the best possible start in life.

Seven Scenes,  
Granite Belt



Our talented Winemakers  
General Hand Kyle Whitting  
Cellar Hand Dave Godsmark  
Chief Winemaker Adam Chapman  
Chemist Jessica Ferguson  
Senior Winemaker Velten Tiemann



# Exceptional Sales Support

Whilst the quality of Sirromet wines often sell themselves through excellent word-of-mouth, we are committed to helping you drive your sales with high levels of advertising, promotional and sales support. Our huge promotions go all out to ensure the Sirromet message is received by the greater population. This way you can be sure our wines literally walk out your door. For example:

- Tent Cards
- Flyers
- Posters
- Point of Sale
- Outdoor Billboards
- Radio
- Television
- Sirromet V8 Supercar

We also have a dedicated sales team situated throughout Queensland who can react to your orders and inquiries with break-neck speed. No wonder Sirromet is Queensland's premier winery.

## Please Contact Us

To enjoy great wines, prices, incentives, service and profits, please email Melissa Allen, your trade sales coordinator: [tradesales@sirromet.com](mailto:tradesales@sirromet.com)



**Sirromet Wines.**  
**Winery & Visitors Centre**  
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 Mount Cotton, Qld 4165

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 Phone: 1800 SIRROMET or (07) 3206 2999  
 Fax: (07) 3206 0900

[www.sirromet.com](http://www.sirromet.com)

Press Advertisements:  
 Appearing through a range of media.

*Our winemakers take quality very seriously.*

SIR ROMÉT says: *I'll drink to that!*

Making quality wine is a serious business. Chief Winemaker Adam Chapman, Winemaker Valten Tiemann and resident chemist Jessica Ferguson take their jobs very seriously. But they don't have to take themselves seriously – there are now over 300 wine awards which do that for them.

**Sirromet Winery**  
 850 Mount Cotton Road, Mount Cotton Ph 1800 SIRROMET or (07) 3206 2999  
[www.sirromet.com](http://www.sirromet.com)

*It's a cheeky little* **SIRROMET**

Billboard campaign:  
 Appearing throughout South East Queensland.

Media Schedule:  
 Sirromet has an extensive media spend over 2008/2009 for the launch of the Perfect Day range. This includes: \$200,000 on billboards, \$120,000 on print media as well as instore tastings and promotions throughout South East Queensland.

*Mick Galligan is serious about detail.*

SIR ROMÉT says: *I'll drink to that!*

Mick Galligan heads a team of grounds people committed to Sirromet's reputation for quality in everything we do. Guys like Mick may not take themselves too seriously, but the quality of what they do is something dear to their hearts. Which might help explain why our property, wines and restaurant keep winning so many awards. Why not come see for yourself! why the experts are so full of praise?

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SIR ROMÉT says:  
*Make everyday a 'Perfect Day.'*

WEDNESDAY Chardonnay with fish & chips	THURSDAY Everyday Red with steak & salad	FRIDAY The Red, with friends, some cheese & dips.	SATURDAY Everyday White, with Thai take-away	SUNDAY The Cab Merlot, with roast lamb & veg
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\*HAVE TWO ALCOHOL FREE DAYS EACH WEEK. ON MONDAY DRINK WATER, AND TUESDAY A SAUCER OF MILK.

AVAILABLE AT LEADING LIQUOR OUTLETS. RRP \$8 TO \$10.50/BOTTLE  
[WWW.SIRROMET.COM](http://WWW.SIRROMET.COM)

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*Mark likes Mozart for the Merlot.*

SIR ROMÉT says: *I'll drink to that!*

Mark Diegenars manages Sirromet's vineyards, 820 metres above sea level in the Granite Belt region. He is passionate about growing the very best fruit for Sirromet wines and has even been seen playing music to the vines. Mozart is best for Merlot, he reckons. Mark's been up there a long time, but at least he's remembered the difference between taking your job seriously, and taking yourself too seriously.

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Introducing our sales team  
Al, Melissa, Jodie, Shelley, Garth, Julie, Troy

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Queensland State Manager

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Clubs Development Manager

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Sales Customer Relations Co-ordinator

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Territory Manager - Gold Coast

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