



The Taylor family (L-R) Clinton Taylor, Bill Taylor, Mitchell Taylor, Justin Taylor.

As Australian wine family Taylors marks 50 years, it continues to build its reputation for innovation and fine wines...

A VISION of new world winemaking combined with old world finesse was at the heart of Taylors Wines when it began 50 years ago, and it continues to drive the Australian family-owned winery today.

As the Taylor family celebrates its 50th anniversary as winemakers, it is marking the milestone with a fresh look across its portfolio of wines and two new varietals in the Taylors Estate range to launch in New Zealand for spring 2019.

Fine wine inspiration

Planting vines in South Australia's Clare Valley in 1969 was a bold move for a family originally in the pub business, but it was a decision inspired by some of the world's finest wines.

"What my father and grandfather discovered was that we could be proudly new world, proudly Australian winemakers, but deliver old world finesse in these wines." – *Justin Taylor*

In the early 1960s, the Taylors owned around 150 pubs and hotels in New South Wales. But as Australians became more interested in good wine, Bill Taylor Snr and his two sons could see an opportunity for a new business. Determined to find out how the best wines were made, they headed to Bordeaux to visit some of France's greatest houses and returned to Australia convinced the family's way forward would be in wine.

Today, Taylors company director (and third generation Taylor) Justin Taylor, says that trip to France set the

family's future path. "What my father and grandfather discovered was that we could be proudly new world, proudly Australian winemakers, but deliver old world finesse in these wines. Once that philosophy was set, the foundations were set for the Taylor family."

The Taylors chose the Clare Valley – with its terra rossa soils and wide diurnal temperature range – as the place where they could best deliver on their winemaking philosophy. Having sold the pubs, they planted 230 acres of Cabernet Sauvignon, and waited.

It was a huge commitment, but one that paid off handsomely in 1973 when the first release Taylors Estate Cabernet Sauvignon won gold in every national wine show it entered.

"We were recognised almost instantly for our Cabernet Sauvignon," says Justin Taylor. "This dedication to a region, to a grape variety – it all came to life in this 1973 Cab."

The rise of Taylors Estate

While Taylors Wines today encompasses several labels across a range of tiers, Taylors Estate remains the foundation. It was created to be a proper 'old world' style estate



in the Clare Valley, and every bottle is still crafted there.

The Cabernet Sauvignon and Shiraz were the first wines ever released and remain the heart and soul of the business, although the range has grown to include several varietals, with the two latest – a sparkling and a Rosé – to launch in New Zealand in September.

Taylors Estate has been a popular choice for New Zealand consumers since it was first introduced on this side of the Tasman nearly 30 years ago. Its red wines perform strongly here: Taylors Estate ranks #1 in the \$11+ category for Cabernet, Merlot and Shiraz¹.

"When people think of Taylors wines, it's Taylors Cab Sav," says Justin Taylor. "It's a go-to and the quality it delivers for the price has always been exceptional."

In September, Taylors will build on the recent momentum in the sparkling and Rosé categories, adding a Pinot Noir Chardonnay Brut Cuvée NV and Pinot Noir Rosé to the Taylors Estate range in New Zealand.

The two wines are already popular across the Tasman and with the significant growth of the sparkling and Rosé categories here (the \$15-\$20 Sparkling category is up 15.6% on the previous year, while Rosé in the same price category is up 23%²), Taylors is confident the well-crafted wines at an everyday price point will be just as appealing to New Zealand consumers.

Taylors Estate in New Zealand

Current core range in NZ

Taylors Estate Shiraz
Taylors Estate Merlot
Taylors Estate Pinot Noir
Taylors Estate Cabernet Sauvignon
Taylors Estate Chardonnay

Coming September 2019



Taylors Estate Pinot Noir Chardonnay Brut Cuvée NV

This sparkling wine is crafted in the traditional bottle fermented style from the classic varieties of Pinot Noir and Chardonnay, creating a wine of elegance and finesse. It displays clean, vivacious citrus flavours with an underlying creamy character and a delicate mousse – all hallmarks of fine sparkling wine.

Taylors Estate Pinot Noir Rosé 2018

Crafted in the classic Provence style, this new Rosé from Taylors is dry, with a fresh, crisp acidity and a delicate palate of strawberry and red berry fruits. It is a vibrant varietal expression that retains elegance and finesse.

The two wines will also feature the new 50th anniversary label design that Taylors has unveiled across its wines.

Building a Legacy

Taylors has also marked its half century achievement with the release of its finest wine ever made – The Legacy 2014 – of which just 1080 bottles exist, and with a price tag of RRP \$1000 a bottle.

Inspired by old world wines and created to embody the founding philosophy of Taylors Wines, the

Legacy is predominantly Cabernet Sauvignon, with small parcels of Merlot and Cabernet Franc.

Taylors Chief Winemaker, Adam Eggins, says creating the wine was a wonderful journey. "The Legacy was designed to be one of the most complete expressions of wine ever tasted... to resonate every sense as it goes across your palate. It's a focus on complexity: there are 24 different components built into The Legacy and each one brings different elements."

Justin Taylor describes The Legacy's release as a feeling of coming home. "This represents our 50 year journey... as generation four comes in. Our role as family members as much as anything is as baton holders – we're to build a business for the next generation.

"Fifty years down the track we're a top 10 Australian producer by value in Australia, sending our wines to 40-50 countries around the world. It's a story I'm always so proud to tell because it's really just one of getting in and having a go and committing yourself to excellence and achieving it."

📍 Taylors Wines are distributed in New Zealand by Taylor Brown

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1 IRI NZ GROCERY MAT 02/06/18
2 IRI NZ GROCERY MAT PERIOD W/E 02/06/19

