



MOSS WOOD
MARGARET RIVER
WESTERN AUSTRALIA

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Moss Wood 2005 Cabernet Sauvignon

Keith Mugford summed this wine up quite simply. 'It's one of the vineyard's finest. My heart says 2001 yet, in reality, the 2005 is at least as good.'

In 2005, vine balance and seasonal conditions were better than the excellent 1995 and 1996 vintages while the outstanding 1999 falls somewhere between the two poles of 1995 and 2005. The upgrading of equipment at Moss Wood in 2000 gives the 2001 and 2005 vintages a distinct advantage over the earlier years - in quality terms.

The season leading up to the 2005 harvest was almost copybook with conditions ideal for vines. The fruit set was good and the rainfall throughout the season was adequate. It rained at the end of the cabernet harvest - after Moss Wood had finished picking. So with the grapes in pristine condition, it was a great year for cabernet at Moss Wood. The pretty aromas during fermentation confirmed, for the winery

team, how good the season had been.

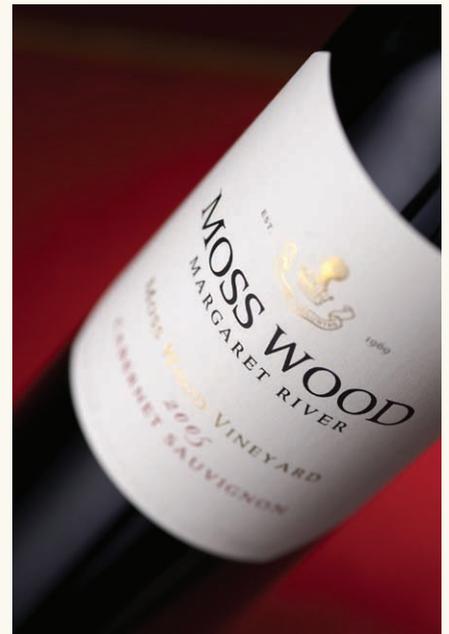
It had been, however, challenging at the start. There had been regular rainfall throughout the spring, which meant the spraying program to control fungal disease had to be rigorous. At Moss Wood, the biggest threat comes from powdery mildew. This disease found its way into Europe from America during the nineteenth century and, like many other pests and diseases, it was also introduced into Australia's vineyards. The French used sulphur to combat powdery mildew and that is also the key agent for control at Moss Wood.

Although sulphur has been used for many years, no resistance has built up against the chemical because it acts to interrupt the development of the fungus at numerous stages in its life-cycle. This makes it the chemical of choice, especially during the early and middle stages of the growing season. However, it does have some drawbacks, one of which is that not being rain-fast, it

must be re-applied after moderate precipitation. This means that during the 2005 season, the vineyard team spent many hours on the tractor re-applying the sulphur coverage. It was definitely worth their efforts because at harvest the fruit was completely disease free.

As always in viticulture there were swings and roundabouts. While the rain caused some difficulties, it was very good for the vines, providing plenty of soil moisture. In particular, it meant that there was no stress at the end of the season, allowing the fruit to ripen consistently to the end.

The winemaking process for the Moss Wood 2005 Cabernet proceeded along traditional lines. The fruit was hand picked, destemmed into open tanks, hand plunged four times a day until dryness after which it was plunged once a day and monitored for tannin extraction. The



temperature in the fermenters was monitored so that it did not exceed 30°C. Once the team felt that the wine had achieved balance, it was pressed and racked into barrel for the malolactic fermentation. Typically, Moss Wood Cabernet is left on skins for ten to 14 days post fermentation and this was the situation in 2005. In the first year, the batches were kept separate for barrel trials and monitored. After twelve months, all batches were combined and then racked back into barrel. At the end of the second year, the wine was racked into stainless steel tanks in preparation for bottling.

Ratings: Moss Wood Cabernet Sauvignon

| VINTAGE | HARVEST DATE | ° BEAUME | YIELD (TONNES /HA) | VINTAGE RATING (OUT OF 10) |
|---------|--------------|----------|--------------------|----------------------------|
| 2007 | 9 March | 13.7 | 7.29 | 9 |
| 2006 | 22 April | 13.0 | 6.82 | 9 |
| 2005 | 19 March | 13.5 | 7.82 | 10 |
| 2004 | 25 March | 14.2 | 9.11 | 9 |
| 2003 | 20 March | 13.7 | 7.47 | 9 |
| 2002 | 20 March | 13.5 | 10.1 | 8 |
| 2001 | 19 March | 13.5 | 9.5 | 10 |
| 2000 | 28 March | 13.9 | 10.3 | 9 |
| 1999 | 31 March | 13.7 | 9.22 | 8 |
| 1998 | 30 March | 13.6 | 10.0 | 8 |
| 1997 | 19 March | 13.4 | 7.0 | 7 |
| 1996 | 14 March | 13.6 | 10.0 | 10 |
| 1995 | 14 March | 13.8 | 9.75 | 10 |
| 1994 | 25 March | 13.3 | 8.89 | 9 |
| 1993 | 22 March | 13.0 | 8.5 | 7 |
| 1992 | 26 March | 12.4 | 10.0 | 8 |
| 1991 | 3 April | 13.3 | 9.8 | 9 |
| 1990 | 2 April | 12.8 | 8.5 | 9 |
| 1989 | 30 March | 13.1 | 7.9 | 5 |
| 1988 | 10 March | 13.0 | 7.1 | 7 |
| 1987 | 26 March | 12.7 | 8.5 | 8 |
| 1986 | 14 March | 12.8 | 5.8 | 7 |
| 1985 | 13 March | 12.5 | 7.5 | 9 |
| 1984 | 12 March | 12.3 | 9.0 | 6 |
| 1983 | 7 March | 13.0 | 9.0 | 9 |

Jancis Robinson MW on the Davos tasting

The following is reproduced from Jancis Robinson's website. We strongly recommend you check it out – www.jancisrobinson.com – as there is much of interest to winelovers. Jancis offers a great deal of content that is free, and, for those who want the world's most authoritative website and a diverse range of up-to-the-minute information about the world of wine, there are the subscription-only Purple Pages.

The Mines and Wines evening was one of many entertainments laid on for specific groups of delegates to the World Economic Forum, in this case those in the mining and metals industry. My brief was to choose some seriously notable wines from countries or regions with a tradition of mining.

The room's favourites among the seven reds, which included a comforting Château Montelena 1995 Cabernet from Napa Valley and Viñedo Chadwick 2001 from Chile, were the two Australians, Moss Wood Cabernet Sauvignon 1995 from Margaret River which

seemed at the peak of its complex yet restrained powers and the most expensive wine of all, the 1982 vintage of Australia's most famous wine, Penfolds Grange, which was almost more like a liqueur than a wine, so rich and soft is it now – and arguably in the gentlest of declines.

Australia also triumphed in a blind tasting of 11 top 2001 Bordeaux blends from around the world the night before. I'd suggested 2001 as it was a California vintage that produced rather bordeaux-like wines that have evolved relatively slowly, thereby minimising some of the more obvious transatlantic

....cont from page 1 : Moss Wood 2005 Cabernet Sauvignon

Fining trials were conducted and as it was felt that fining did not improve the wine, none were carried out.

The wine was then sterile filtered and bottled on May 1st 2007.

Keith loves the pure voluminous fruit statement of the 2005 Moss Wood Cabernet – its perfumes of

violet, fruits of the forest, mulberry, blueberry and blackcurrant aromas – while he sees the palate as a statement of vibrant dark fruits which fill the palate from front to back. There's tight structure, balance and opulence (though it's not soft and plump) with flavours jumping out and grabbing you by the throat. The oak

flavours and the tannins sit seamlessly at the back, giving the wine near-perfect balance. He sees this as an exceptional cellaring prospect: given ideal conditions, it should thrive for at least 20 years, although it will live for longer.

Peter Forrestal comments that this is an exceptional Moss Wood Cabernet, wildly

fragrant with intense, fine blackcurrant and dark plum flavours, fleshy, velvety texture, and neatly integrated fine, ripe tannins on a finish that lingers. It is tightly structured and quite firm in the mid-palate at present although it is showing some beguiling succulence that marks it as a wine with a huge future.

....cont from page 2 : *Jancis Robinson MW on the Davos tasting*

differences. I'd also tasted the 2001 bordeaux recently which helped me make a selection from those available in the UK by the bottle (not that many – Brits are expected to buy by the dozen when wine is this expensive).

I knew what the wines were – one each from Chile, South Africa and Australia, three of California's most famous, and five grand bordeaux, including three first growths – but had no idea what was in each glass. The 35 other tasters included wine lovers from the US, UK, Korea, Kuwait, India and Brazil, and the usual smattering of FT colleagues who had somehow managed to sign up for this off-piste event before 8.30 am when it filled up.

The team at the Waldhuus set everything up beautifully. Each of us had quite enough room for our 11 giant numbered glasses, poured about half an hour before we tasted, from bottles that had not been decanted as not much sediment had built up during the five years these wines had been in bottle. I urged everyone to concentrate on the wines' quality rather than trying to work out where they came from and set to tasting, trying very hard to follow my own advice.

There was one wine, number five, which looked a little more developed than the others, had a particularly complex, earthy nose with the sort of flatteringly

beautiful mineral balance that Ch Haut-Brion so often offers. "The polar opposite of wine number one", I wrote, comparing it with the Viñedo Chadwick from Chile that was so obviously New World and trying desperately hard to charm. In the event this fifth wine turned out to be that rarely tasted but much discussed wine Screaming Eagle from the Napa Valley about which I wrote last year. This was by far the most expensive wine in our tasting, released at \$500 a bottle to those on its mailing list and subsequently traded at multiples thereof.

The real surprise for me was how much I liked the only South African red, Vergelegen Cabernet Sauvignon 2001, another Anglo American production but far from Vergelegen's most expensive wine and the least expensive wine in our tasting. At the time of writing it is on sale at www.buywineonline.co.uk for just £12.99 a bottle and Bridgeview Discount Liquors, New Jersey at \$29.99. This charming combination of savoury nose, super-ripe fruit with real energy and very fine tannins, supplied direct from South Africa by Vergelegen's chairman and Davos old hand Michael Spicer, was my favourite of all and the group's third favourite.

But the group's favourite was another Australian wine, Moss Wood Cabernet Sauvignon 2001 Margaret River, which winesearcher.com currently

lists at £43 in the UK and a bargain \$31.99 in the US. My third favourite, after the super-luscious Harlan Estate 2001 Napa Valley, this Western Australian managed to be both opulent and refreshing which is presumably what made it appeal so much.

As so often in these sort of comparisons, even the smartest bordeaux – perhaps particularly the smartest bordeaux – did not shine especially brightly. The favourite example was Ch Latour which was fifth favourite overall although Ch Lafite did not show nearly as

well as it had done when I had a chance to taste all significant 2001 bordeaux blind last September. In this company it seemed uncomfortably tart.

There are many arguments of the apples and pears sort against doing these sorts of comparisons but I think that while consumers are free to choose how to spend their money, and it is no longer absolutely obvious where wines come from when tasting them blind, the exercise, which should be viewed as a one-night snapshot – wine judgments are never definitive – can be instructive. Especially for price snobs.

Jancis's tasting notes

Moss Wood Cabernet Sauvignon 1995 Margaret River Western Australia

19.0 Drink 2005-12

Remember the 2001 of this wine was the group favourite in the previous evening. This was even more glorious – at the peak of its silky, complex powers. (Well they may have ripped off the Pichon Lalande label, I couldn't help feeling...) Beautifully balanced, at the peak of its powers, this was a concentrated ripe Cabernet with real complexity and a little more freshness than the other 1995 wines.

Moss Wood Cabernet Sauvignon 2001 Margaret River, Western Australia

18.5 Drink 2008-19

Bright deep crimson. Sweet polished nose. But such opulence on the palate it tastes almost Californian except that note of acidity. Really refreshing. This would be great with food.

Just a very slightly raw note on the finish. [This wine really won over the room. It's not cheap though.]

Keith Mugford of the prime Margaret River producer Moss Wood replies at length to some of my recent observations about his wines and the Australian wine industry, hoping, he says, that ‘people don’t mind seeing me with my MBA hat on. I’m a winemaker first and foremost but I have to be a business manager too, I suppose.’

G’day Jancis,

This started as a note of thanks for your kind remarks about the Moss Wood wines in the Davos tastings. Clare and I are really very proud the wines showed well. However, it has evolved somewhat because your articles have raised a couple of issues I would like to debate. Politely, of course, as befits your web page! I also apologise at the start because it has become something of a lengthy tome.

In your notes for the Moss Wood 2001 Cabernet Sauvignon, you mentioned its price, saying it’s not cheap. I don’t understand the context, given that you didn’t apply the same consideration to the Bordeaux or Californian wines, all of which are substantially more expensive. I am worried that this may leave your readers with the impression that Moss Wood Cabernet Sauvignon is somehow overpriced, or worse still, more expensive than

the latter group. The truth is the wine is significantly cheaper than its more fancied international rivals and one could take the view that therefore Moss Wood Cabernet Sauvignon offers very high quality at much lower prices and that this is a positive. I think it’s worth exploring the issue of price and the various factors drive it.

For what it’s worth, I believe the most important factors are quality, brand and cost, probably in that order.

Starting with the last one, its role is quite straightforward but worth remembering. If the price fails to exceed cost there is no profit and eventually no business, no matter how passionate the producer may be about their wines. As you know, Moss Wood is a low yielding, hand-managed vineyard, with a quality focus in its management practices that demands people to be in and around the vines and wines all the time. While wine technology is marvellous, it cannot yet match the inputs of people. To use but one example, the very specific nature of correct shoot positioning required for a high quality vine canopy cannot yet be done by a machine – very close perhaps but still not yet good enough. So, while they are extremely valuable and fundamental to success, human beings are not cheap and fair enough too, particularly here in Australia. I acknowledge that all quality producers have to manage this cost, not just us,



Moss Wood 2005 Cabernet Sauvignon in barrels in the Moss Wood cellars.

but feel that our prices reflect that we may be doing at least as well as our competitors and passing the benefit on to wine buyers. More importantly, these management techniques will put us at a significant disadvantage compared to those who use machine management and while we pass on an incremental increase in cost, hopefully we add a significant increment to quality.

Which brings me to wine quality and which in my humble opinion, is the most important. No matter what the strength of a brand or what the wine’s story, the customer is very disheartened if quality does not match price. This applies no matter whether the wine is Moss Wood or a cleanskin [unbranded bottled wine, the like of which mushroomed in the domestic Australian market during the recent grape glut - JR]. In fact, one could make the case that it applies even more to expensive wines because customers are very conservative

and will rarely purchase again if their expectations aren’t met.

Having said this, strength of brand is an integral part of a wine’s offer and the first growth Bordeaux provide the classic example. Sure, they can sell their best vintages many times over but they have no difficulty selling their wines from lesser seasons. Their consistency of quality over many years, not to mention the glamour and tradition they bring to the wine business must surely earn them the right to be able to do this and charge more than most.

Unlike cost, it’s not so easy to measure the contribution of brand but we do have a proxy - the secondary wine market. No matter what one’s opinion of the value of wine as an investment, the secondary market price gives the up-to-date consumer opinion of producer and vintage. Furthermore, this market puts a value on older vintages and which can be used as a guide as to how well the market thinks the wines have aged.

Moss Wood wines are seen to stand the test of time because prices for our older wines have remained strong.

No doubt you are aware that the price of Moss Wood Cabernet Sauvignon changed substantially with the release of the 1996 vintage. The change was driven largely by the dynamics of the wine market and more particularly, the secondary market. The preceding 1995 vintage [the one that was so delicious in our second Davos tasting – JR] was released in 1997 at \$32 per bottle but could be traded immediately in the auction market for around \$80 and, not surprisingly, people took this opportunity for arbitrage. Demand for the wine was unprecedented and while one would hope this was at least partly the result of its being one of the very best vintages of that decade, the reality is that people could buy from us and then trade it very quickly and profitably. In order to circumvent the problems this caused and take some benefit from the situation, we released the 1996 vintage at \$65 per bottle, thereby reducing the arbitrage opportunity.

I hasten to add that it was not simply a case of pumping the price up with no additional benefit to the consumer. We also took the decision to make all the Cabernet Sauvignon in our “Special Reserve” style, which up to that point were our most highly regarded wines. They were also problematic, being very small volumes (200 cases) and only produced when we had both the right vintage quality and quantity. By the time we released the 1994 (in 1997), the Special Reserve had built up a huge demand but it was, in our view, more the scarcity than the quality that drove this. Our traditional label was the Moss Wood Cabernet Sauvignon, not the Special Reserve and we didn’t want the traditional wine to be seen as a lesser, or second, label. On the other hand, there was no denying that the wine did benefit from its additional ageing in both barrel and bottle and we felt the traditional Cabernet Sauvignon deserved the extra treatment. Accordingly, the 1996 vintage was bottled after 25 months in barrel and then held for a further 12 months in bottle before going on sale in July 1999.

There is another business issue that goes with this. Moss Wood has only two shareholders, Clare and Keith Mugford, and in 1999 the Cabernet Sauvignon represented half our cash flow, so through 1998, we sacrificed half our earnings and in addition, pumped another year’s worth of working capital into our stock. This looks all very impressive on our balance sheet but for a small family company like ours, it was a massive commitment - but we were prepared to make it to improve the quality of our wine. This remains an additional long term cost in our business, one that is disproportionately large, given our continued reliance on the Cabernet Sauvignon, although it is reduced these days because of wines like the Ribbon Vale and the Amy’s. I do not expect sympathy for this because these are business decisions and nobody made us do it. However, I would like to make the point that the cost of funds for the Mugford family is significantly higher than it is for the Rothschild family or indeed Foster’s Brewing. However, our wine has remained much cheaper than Château Lafite or Penfolds Bin 707. I quickly add that I do not wish to be seen to be critical of either of these wines, both of which are indeed deserving of their hard-earned reputations.

I hope I have argued our business case effectively. However, having said all of the



The first Moss Wood Cabernet Sauvignon label.

above, I return to my favourite point. All the best laid wine business plans will turn to mush if we do not deliver on quality. This fundamental premise is the basis for all we do at Moss Wood and everyone who works with us there must get sick of hearing about it, although we are fortunate that they share our commitment. [The context for my original cheap ‘not cheap’ observation was that Moss Wood was considerably more expensive than the other Cabernets from outside Bordeaux and California, ie Chile and South Africa, but I’m convinced, I’m convinced... – JR]

Leaving behind the issue of price, I was also surprised by your comments about the Moss Wood label and its similarity to Pichon Lalande when discussing the 1995 Cabernet Sauvignon, or more particularly I felt that “ripped off” may have been slightly too harsh. It is interesting to look back to 1973, when the design was chosen (see above). At that time, probably the only Australian wine the world knew was Kangarouge and although we set out to make wine of the best possible



Moss Wood 2005 Cabernet Sauvignon coming off the bottling line.

2008 Vintage Update

Although the season experienced a difficult start because of poor flowering, the robust cabernet was not affected as much as other varieties – with the yield only down about five to ten per cent.

There was 15 mm of rain in the week before picking which served to wash the

dust off the vines rather than do any harm. Bird attack was quite intense and, in some areas, the birds started living under the nets – the parrots are easier to remove than the tiny silver eyes. Fortunately, this has not been a problem for yields. The birds got into small patches and took between one and two per cent of the crop. Some may regard this as a

variation on the concept of the angel's share – although most vigneronns might beg to differ. From the last week in February, the season became cooler and the ripening of the cabernet slowed. This enabled the Moss Wood team to fine-tune the sampling of each of the blocks in a way that has not been possible for several years. Josh Bahen reports that the cabernet, which is usually



Josh Bahen

picked over three days, was taken off in small batches on perfect, fine, sunny days over

....cont from page 5 : Letter to Jancis

quality, it was never dreamt that Moss Wood might one day find itself on an international stage such as yours in Davos, included in tastings with wines like the great Château Lafite Rothschild. The simple, classic lines of the label attracted [Moss Wood's original owners – JR] Bill and Sandra Pannell because they wanted clear presentation of whose wine it was, where it came from and what was the year of vintage. It was never intended that Moss Wood might be passed off as Château Pichon Lalande.

Having said that, globalisation has changed the wine industry dramatically over the last two decades and Clare and I have felt obliged to change too.

You are not the first person to make the observation about the similarity of the labels and quite rightly too. And this is a serious issue now that Moss Wood and Pichon Lalande sell in many of the same markets (if not the same price points!).

Apart from acknowledging the primacy of Pichon's claim to the basic design there was an issue of maturity for the Moss Wood brand. It is an Australian wine, individual enough and of sufficient quality to hold its own in international company, so its label should show it as Moss Wood and not an imitation of another wine. So, we worked with a designer to update and improve it (as seen on page 8 of this newsletter). The border is gone, as well as most of the gold print and with it any resemblance to a second growth Bordeaux. All of the Moss Wood wines have now changed to the new livery, except the Cabernet Sauvignon. This work was done in May 2007, too late for the then current release 2004 because its labelling had already been done with its bottling in May 2006. However, when the 2005 vintage is released this year, it will also carry the new design.

I hope you have found my points worthwhile, or at least interesting!

February 20 2008

It may amuse you, Jancis, that this has been several weeks in the making and I note you have since written a very interesting article about Australian wine last weekend. I must once again thank you for your kind remarks about Moss Wood but more importantly, I would like to endorse your view of the evolution of the industry here. I think Paul Henry is correct. We are only just learning about the true cost (and value) of water in this country and must recognise the key directions that will give us a more sustainable future. As a nation, it is very unlikely that we can continue to offer wine at the very low price points, for all sorts of environmental and financial reasons, but we have such a range of climates, topography and soils that give us the

raw to develop a reputation for specialist individual and regional wine styles.

Which then leads me to pick up on your point about why grow Pinot Noir in a region that produces great Cabernet Sauvignon. There is no argument from me except to say we reserve the right to continue making the wine because we like doing so and are very big fans of the variety, not to mention Burgundy. And we would risk a Moss Wood mutiny if we stopped. However, with an eye to making better wine and the specialised regional wine styles that are emerging, Clare and I are getting involved on Mornington Peninsula and will make Pinot Noir there for the first time this year. I will keep you posted as we make suitable progress.

Thanks for your patience.
Cheers, Keith

....cont from page 6 : 2008 Vintage Update

12 days. Not only does this make it the easiest of vintages for the vineyard staff, but Josh enthuses over the precision that was possible to catch each batch of cabernet at exactly the right moment.

So how does it compare with vintages past? There are similarities with both 1995 and 1996, although the 2008 fruit aromas are more lifted than the former and there is better tannin ripeness than the latter. And just as in 2001 or 1999, there was time to sample, monitor and plan the vintage very carefully, so from the technical viewpoint, it's also very encouraging.

We have a habit at Moss Wood of benchmarking all vintages against the two great years from the 1970's – 1975 and 1976. The former was elegant and complex, with a seamless structure combined with Cabernet Sauvignon's earthy and olivaceous notes. The latter was notable for its generous ripe fruit characters. The 2008 sits right in the 1976 mould, like 2005 and 2001.

Another interesting fact about the 2008 vintage is the people who helped us. Apart from

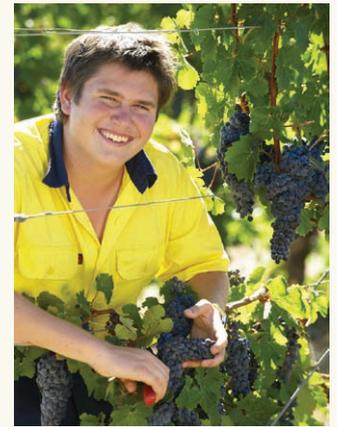
young winemakers Jacob Stein and Duncan Lloyd mentioned in the previous newsletter, we had some other unusual helpers.

Elior Galon is the first Israeli to work at Moss Wood after having done the harvest at the Golan Heights winery, Pelter, one of Israel's finest family boutiques. In 2007, Elior had worked at Domaine de Montille in the Cote d'Or as a result of meeting French winemakers while working as a sommelier at the Arcadia Restaurant, regarded by many as Jerusalem's finest. After finding the first few weeks at Moss Wood pretty tough, Elior proved to be an excellent winery worker and she is now planning to study and work in the wine industry. We wish her well.

Our next person is even more eclectic. Clare and Keith were surprised to receive an email from Roland Halter, a Swiss banker with UBS and based in Zurich. Roland had sabbatical leave and as an ex-farm boy, wanted to have a hands-on experience in a quality winery. We were slightly perplexed by his request and apprehensive that he may not really enjoy the experience. However, he would not be put off and duly organised to come and live and work in Margaret River for the month of March. We need not have worried because he took to vineyard and winery work like a duck to water. Everyone enjoyed his hard work, good company,



Elior Galon



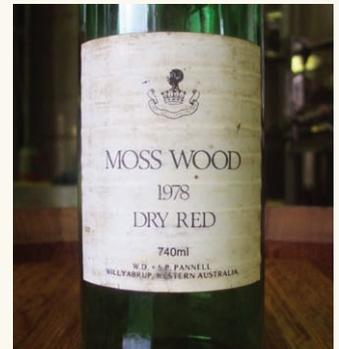
Tristan Mugford

thirst for beer and especially his Swiss chocolate! Good on ya Roland!

Last but not least, one Tristan Mugford, eldest son of Clare and Keith, was part of the 2008 team, making a contribution in the vineyard and the winery. Josh Bahen was able to gently and quietly comment that Tristan's contribution during vintage was valued by all.

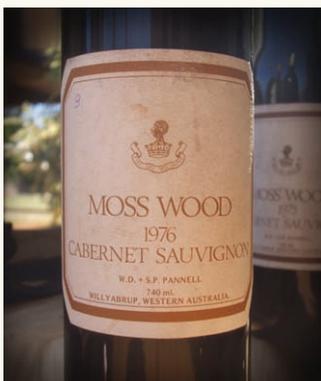
It appears that he is an excellent organiser. The poker nights – Texas hold'em and five card stud – held during vintage drew 15 to 20 people and a great time was had by all. Especially as Tristan had been given the key to the cellar and told that it was ok to drink the occasional bottle of old Moss Wood, as long as there were more than 6 bottles of any given wine in the museum cellar. He had the choice of any of the non-Moss Wood wines, so long as he shared them with the crew.

Taking this advice, one of his selections for card night was the only remaining bottle of the rare Moss Wood 1978 Dry



Moss Wood 1978 Dry Red.

Red purchased at auction by Keith and Clare. If we may digress, the Pannells famously declassified the 1978 Cabernet Sauvignon to Moss Wood Dry Red, believing that it was not up to the standards set for the Cabernet. Subsequent tastings have supported this view – in spite of the fact that their friend, Gill Thomas, who bought some of the wine in bulk, won a gold medal and trophy at the Perth Show for his bottling. Clare and Keith had hoped that this special piece of history might be kept safely for a few more years but not recognising the label, Tristan happily took it off to card night. Oh well, at least it was tasted by an enthusiastic audience!



Moss Wood 1976 Cabernet Sauvignon.

Bulletin Board



Moss Wood Cabernet - always a single vineyard

There was a reference in the weekly email of Wine Ark, the very good Sydney retailer, storage facility and wine club - www.wine-ark.com.au - which suggested that Moss Wood had for many years purchased grapes from other sources for its flagship Cabernet. This comment has since been retracted by Wine Ark.

Keith and Clare are keen that there be no misunderstanding. The Moss Wood Cabernet has always been (and always will be) an estate wine using only fruit from the Moss Wood vineyard at Wilyabrup. They are proud to follow in the footsteps of Bill and Sandra Pannell who founded Moss

Wood with the intention of and commitment to making individual vineyard wines which carry the stamp of the location from which they come.

Moss Wood Cabernet Sauvignon – the new label

The most recent refinement of the Moss Wood cabernet label will be introduced with the 2005 vintage. There is some discussion of this in Keith's correspondence with Jancis Robinson elsewhere in this newsletter. Designers, Peter and Felicity McDonald were asked to keep the classical nature of the label but introduce some contemporary notes. Clare and Keith wanted it to be a clear statement of who made the wine, where it is from, the variety and

vintage and they wanted it clear and neat. The old border has gone and with it echoes of the label of Chateau Pichon Lalande. There had never been an intention to pass off Moss Wood as Pichon but it was felt that it was time to remove any possibility that some might consider this to be the case.

We have included a selection of Moss Wood Cabernet labels over the years to show you its evolution.

Visiting Moss Wood

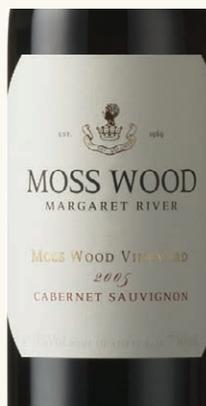
Visiting Moss Wood still requires an advance appointment but in response to some difficulty in seeing as many visitors as would like to, we have seen the need to define some days that we

will and won't be open for appointments.

We will see visitors by advance appointment:

- Monday to Friday, but not on weekends other than:
- Easter Saturday morning
- Saturday morning of the Western Australian Queen's Birthday long weekend
- Both Saturday and Sunday of the Leeuwin Concert weekend
- Both Saturday and Sunday of the weekend between Christmas and New Year
- We are not available for appointments on Christmas Day, Boxing Day, New Years Day, and Anzac Day.

Please refer to our Website to confirm these dates.



For those looking for the Vintage Chart for the recently released Moss Wood 2006 Ribbon Vale Vineyard Cabernet Merlot and Merlot, they can be viewed by going to these wines on our website and clicking on the Vintage Chart link.

www.mosswood.com.au



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