

**ANGOVE**  
SINCE 1886

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**FAMILY WINEMAKERS**

## **MEDIA RELEASE**

*April 2011*

### **Adaptation and Regionalisation - The Secret to 125 Years**

The year was 1886 and German engineer Karl Benz filed the patent for his first *Motorwagen*, a gas-engined horseless carriage.

Across the Atlantic pharmacist Dr. John Smith Pemberton invented a carbonated drink that would eventually be named Coca-Cola.

In Asia, the nation of Burma was presented to Queen Victoria as a birthday gift.

And in the not-quite-century-old Australia, Dr William Thomas Angove made his first wine as a tonic for his patients.

This year Chairman and Managing Director of Angove Family Winemakers, John Angove, will mark this landmark achievement with a national road show, the launch of a super premium Shiraz from the new McLaren Vale vineyards, the publication of a family book...and a few other yet to be revealed announcements.

"Given the vagaries of the wine industry I guess it is a pretty remarkable feat to survive for 125 vintages and five generations," John Angove said.

"We are in quite rare company - Yalumba, Bleasdale, Tahbilk and Tyrrells are the only others that can look back over such a long period of genuine Australian family wine history. The others have all gone to public and corporate ownership."

The oldest winery in South Australia's Riverland and one of the first in Australia, the secret of Angove success is adaptation, according to John.

"We grew the business during its first century on the national and international demand for fortified wines and spirits," John said. "St Agnes Brandy was – and still is – a very important part of our heritage and at its very best it can take on anything Cognac can produce.

"But it has been the last 25 years that have been the most exciting and dynamic for our company. Australia became a global wine player, Angove built a strong reputation for well made, consistent, competitively priced wines and my great grandfather would be amazed that we are now represented in 35 countries."

According to John the next stage of the company's adaptation is regionalisation, in line with Brand Australia A+ and the campaign to rethink Aussie wine on the international scene.

## ANGOVE FAMILY WINEMAKERS 125th CELEBRATION

A new vineyard portfolio at McLaren Vale and a new super premium wine will be the family company's first expansion out of the Riverland in more than a century.

"Our heart remains on the Murray," John said. "It has given our family so much and we remain committed to Renmark and its community.

"We are champions for the environmental protection of the river and evangelists for the contribution that wine plays in the Riverland regional economy.

"However, we didn't last this long by standing still. We know that we need to balance our portfolio and the success of our McLaren Vale wines has encouraged us to put down new roots in the region. But more about that later."

John said it will be a humbling year.

"It is a big milestone for the company, to think that three generations before me have stood right here at the start of harvest and made wine is really quite amazing," John said.

"It has been very rewarding to see the business grow and prosper, and now to be able to share it with my daughter Victoria and son Richard, both active in the business, is the best return for a life's work that I can imagine.

**Angove Family Winemakers will be undertaking a year long celebration of their 125th anniversary. Members of the wine media will be contacted to take part in a number of events and launches and John, Victoria and Richard are available at any time to conduct interviews or tastings.**

**John Angove: 08 8380 3100**

**Richard Angove: Mobile 0438 391 245**

**For media information, interviews, images and other assistance:**

Heather Leggett, FULLER 08 8363 6811, 0450 587 732, [heather.leggett@fuller.com.au](mailto:heather.leggett@fuller.com.au)

Will Fuller, FULLER, 08 8363 6811, 0437 651 095, [will.fuller@fuller.com.au](mailto:will.fuller@fuller.com.au)

## **Angove Family Winemakers - Short History**

Angove Family Winemakers built their first winery in 1886 at Tea Tree Gully north east of Adelaide. For two decades it was a small batch table wine making venture until 1910, when second generation Angove winemaker Thomas Carlyon Angove built the first winery in the developing Riverland of SA.

At the time many in the wine industry thought the move was tantamount to lunacy, as the region was better known for its dried fruit and table grape production, but since then nearly every major wine producing company has followed his lead and the region has become the driving force of the wine industry's recent export success.

During the 1950s and 60s Angove undertook massive change with the third generation Thomas William Carlyon Angove developing many of the premium winemaking facilities that are still in use today. One of the most notable is the small open concrete fermenters used for small batch regional wine making from regions including McLaren Vale, Coonawarra and Padthaway.

The family also undertook a gradual replanting program in the vineyard favouring "noble" grape varieties: Cabernet Sauvignon, Chardonnay, Merlot and Riesling along with fortified mainstays Shiraz and Grenache. When fully planted the extraordinary Nanya Vineyard was home to 19 different varieties.

The Renmark winery can now process in excess of 20,000 tonnes of grapes from regions right across South Australia's premium growing areas in state of the art facilities

Angove Family Winemakers remains proudly independent and family owned and is now under the guidance of the fourth generation Chairman and Managing Director John Angove.

Two of John's children, Victoria and Richard represent the fifth generation and both are actively involved in the daily decisions required to run a successful wine company in today's competitive environment.