



A story of passion

A Story of Passion since 1885



Nothing but the wine.



John F Brown



Innovation

A Family business

- 5th generation family owned wine company
- 1885 First plantings at Milawa
- 1889 First vintage
- 3rd, 4th & 5th generations currently working at the winery



Passion & spirit

BROWN BROTHERS

Family owned and operated

- A 4th generation wine company - first vintage was in 1889.
- John G Brown
 - Previously Winemaker, CEO, and Chairman
 - Officer of the Order of Australia 2005
- Ross Brown - CEO
- Katherine Brown - PR Manager
- John Andrew Brown - Board Member
- Eliza Brown - Board Member



The Next Generation



Nothing but the wine.

- *John G Brown*
 - John Andrew Brown
 - Cynthia Brown
- *Peter Brown*
 - Eliza Brown
 - Angela Brown
 - Nick Brown
- *Ross Brown*
 - Katherine Brown
 - Caroline Brown
 - Emma Brown
- *Roger Brown*
 - Stephanie Brown
 - Phillipa Brown



Imagine if most of Europe was an endless red desert!



Nothing but the wine.



Vineyard Diversity & Selection



Nothing but the wine.

Geography



Passion & spirit

Company Owned Vineyards



Innovation

Company Owned Vineyards

Mystic Park

Milawa

Banksdale

Heathcot
Vineyards

VICTORIA

Whitlands



Innovation

Geography

company owned vineyards

Victoria, Australia



Nothing but the wine.



Vineyard Selection

Vineyard	Climate	Height (a.s.l)	Soil	Hectares	Variety
Whitlands	Cold 1400mm Rainfall	800M	Tertiary Volcanic – Young	50 ha (123.5 acres)	Chardonnay Sauvignon Blanc
Banksdale	Cool 900mm	450M	Tertiary Volcanic – Young	95 ha (235 acres)	Chardonnay Shiraz Cabernet Sauvignon Merlot
Heathcote	Mild 475mm	150M	Cambrian Volcanic – Old	196 ha (488 acres)	Shiraz Merlot
Milawa	Mild 600mm	150M	Quaternary	103.2 ha (255 acres)	Shiraz
Mystic Park	Warm 300mm	70M	Tertiary Marine Sediments	140 ha (346 acres)	Tarrango Orange Muscat



Innovation

Vineyards

- Diversity of vineyards ensures that Brown Brothers can create the perfect growing conditions for a wide variety of grapes
- Consequently Brown Brothers is able to produce an stunning range of fine classic varietal, and exciting, innovative wine styles.

THE VINEYARDS



WHITLANDS
Alt 800M
Climate Cool



BANKSDALE
Alt 485M
Climate Cool



MILAWA
Alt 155M
Climate Mild



HEATHCOTE
Alt 155M
Climate Mild



MYSTIC PARK
Alt 71M
Climate Warm

Whitlands

- Established 1982
- 800m above sea level
- Tertiary Volcanic young
- Rain Fall: 1410mm/year
- 73ha 180acres
- Mean January Temp. 19.0°C



Nothing but the wine.



Pinot Noir, Chardonnay, Pinot Meunier, Sauvignon Blanc, Pinot Grigio, Riesling

Banksdale

- Established 1995
- 485m above sea level
- Tertiary Volcanic young soil
- Rain Fall: 950mm/year
- 125ha – 309acres
- Mean January Temp. 20.6°C

Pinot Grigio, Tempranillo, Shiraz, Chardonnay, Viognier,
Cabernet Sauvignon .

Milawa



- Established 1885
- Rain Fall: 660mm/year
- 155m above sea level
- 78ha 193acres
- Quarternary Soil
- Mean January Temp. - 22.8°C

Shiraz, Cabernet Sauvignon, Dolcetto, Graciano, Riesling,
Merlot, Mondeuse

Heathcote

- Established 1999
- 150m above sea level
- Cambrian Volcanic soil
- Rain Fall: 475mm/year
- 165ha 407acres
- Mean Jan. Temp 22.5°C

Shiraz, Merlot, Durif,
Sangiovese, Barbera,
Tempranillo, Malbec,
Petit Verdot



Mystic Park

- Established 1968
- 71m above sea level
- Tertiary Marine Sediments
- Rain Fall: 345mm/year
- 325ha 803acres
- Mean January Temp 23.5°C

Tarrango, Orange Muscat, Flora, Cienna, Dolcetto



Kindergarten Winery

- Committed & passionate about wine quality and innovation



Innovation

The Kindergarten Winery



Nothing but the wine.

- Developed as part of our centenary anniversary, this R&D facility is unique. It allows the Brown Brothers winemaking team to experiment and develop existing and new wine varieties and styles.
- Every year winemakers from around the world spend a vintage working at the Kindergarten to share and develop their knowledge.



Cellar Door

- In contact with the consumers taste



Innovation

Cellar Door



Nothing but the wine.

- In constant contact with the consumer's taste
- One of the most visited Cellar Doors in Australia
- Provides an excellent opportunity for consumer research allowing us to trial new wine styles
- If a new wine proves successful at Cellar Door, we will then launch nationally and internationally.



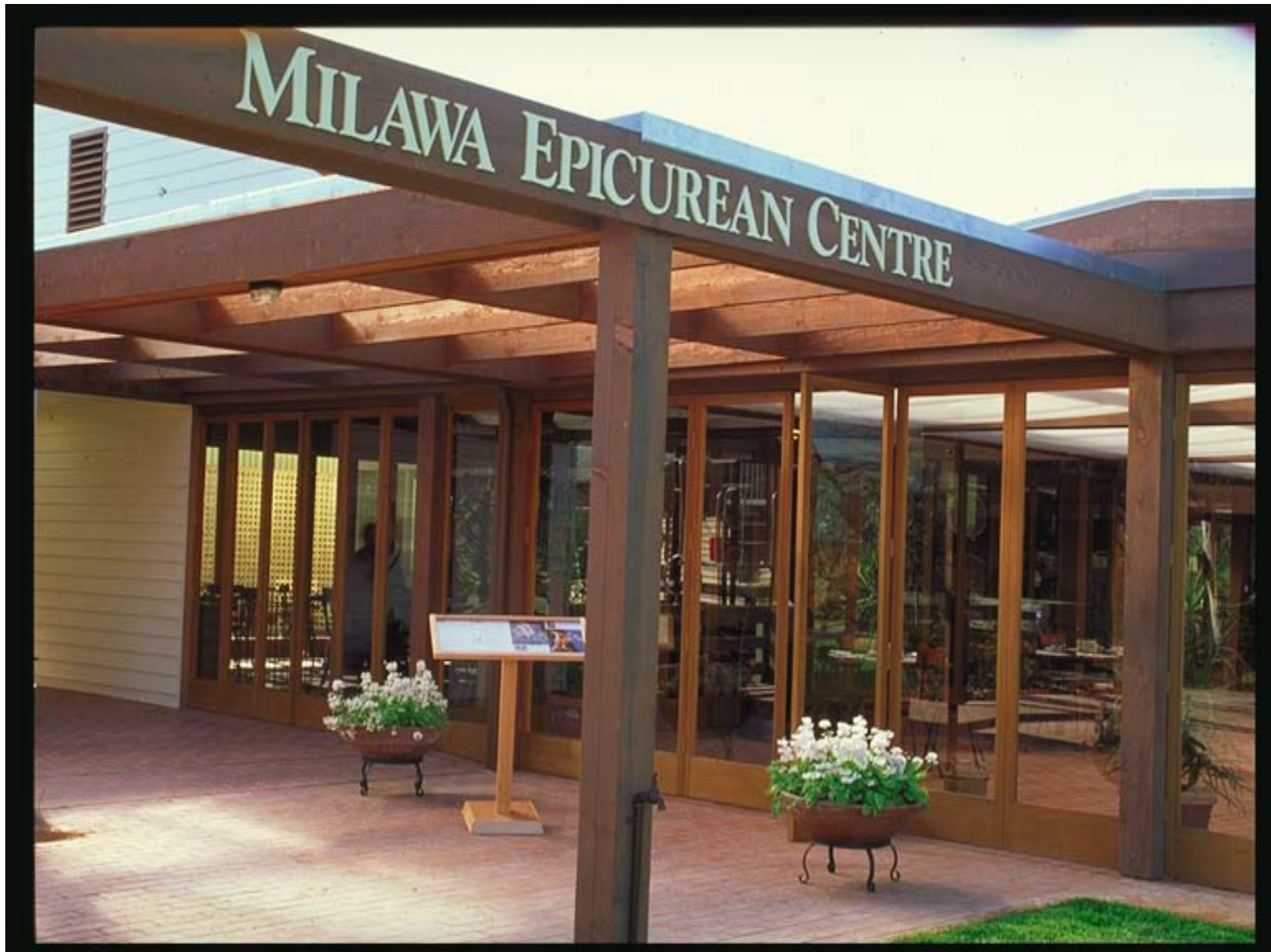
Wine & Food Philosophy

- Enhancing the consumer experience



Epicurean

MILAWA EPICUREAN CENTRE





Wine & Food Philosophy



Nothing but the wine.

- Enhancing the consumer experience at the Epicurean Centre by perfectly matching our wines to the menu
- Allows visitors to learn about wine and food matching, and how best to enjoy our selection of wines



BB Varietal Breadth

- 28 different varieties
- 10 experimental varieties



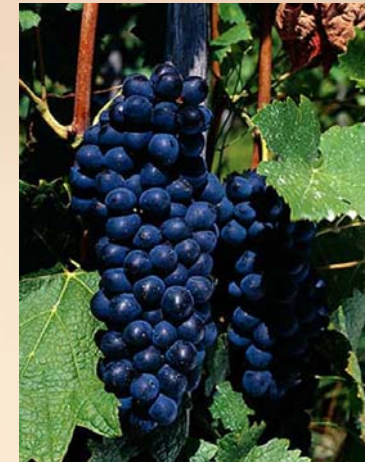
Innovation

Brown Brothers Varietal Breadth



Nothing but the wine.

- Varietal diversity has been part of our culture since the early years of the 20th century
- Each succeeding generation has built on this passion for exploring new and interesting grape varieties
- For example our range includes such varieties as Graciano (planted 1920), Mondeuse (1920), Tarrango (1975), Orange Muscat (1975), Tempranillo (1989) and Cienna (1996)
- In our nursery vineyard at Heathcote we have trial plantings of Savagnin, Sagrantino, Aglianico, Carmenere, Nero d'Avola, Zinfandel and others



Leading the Way



Nothing but the wine.

- 1st in Australia to make a Botrytis Riesling
- 1st in Australia to make a wine from the Orange Muscat grape, and the only Orange Muscat & Flora producer in the world
- 1st in Australia to make a sparkling Zibibbo
- 1st company to make a straight Graciano in Australia
- No. 1 selling Moscato, Dolcetto & Syrah, Tarrango
- In conjunction with the highly respected research organisation, the CSIRO, Brown Brothers developed the Cienna grape variety – we are the only winery in the world to grow and make wine from Cienna

Show Award Success



239 awards.
Now you be the judge!



Brown Brothers wines won a total of 239 national and international awards in 2001. See for yourself why and enjoy the Brown Brothers experience from a bottle shop near you.



don't buy wine without me

Brown Brothers Shiraz 1999

★★★★★
This wine completely surprised me, not just through its sheer quality, but because for me it seems to out-Penfold the Penfolds

and all the hallmarks of a Shiraz-rich, ripe fruit, and plenty of sweet in oak. I think imitation of flattery only until the original at their own so buco and a Neil Diamond

WINESTATE

Brown Brothers Victoria Shiraz 1999 ★★★★★

Profoundly elegant with opulence and complexity. Nose abounds with coffee, mocha and chocolate aromas, which are complemented by vanillin oak and a fresh minty lift. Palate explodes with similar flavours and interwoven velvety tannins. Well-made with tremendous length. \$18.60



Excellence

International

- UK
- Widely available throughout Europe
- UAE
- China
- Hong Kong
- Malaysia
- Vietnam
- Singapore
- Korea
- Taiwan
- Japan
- New Zealand
- Pacific Islands



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Zibubbly anyone?

Zibbibo & Zibbibo Rosa. Zibubbly of choice for every occasion.

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brownbrothers.com.au

Asia



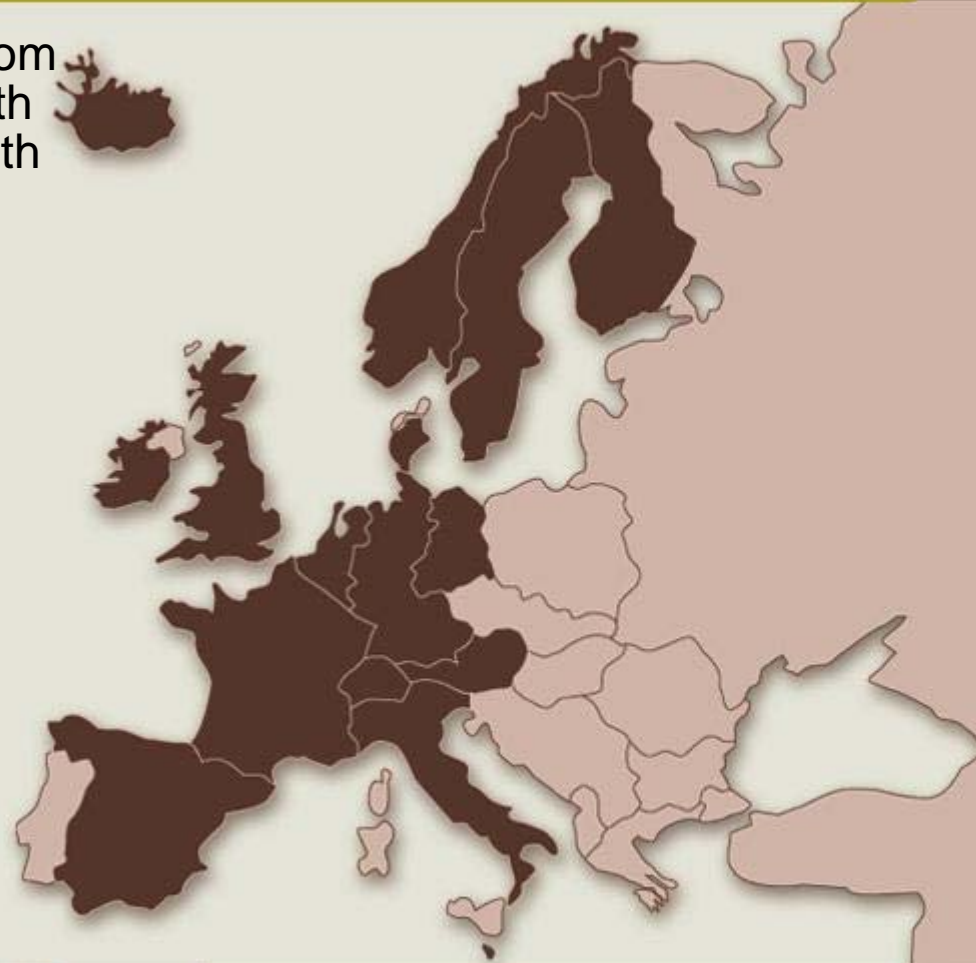
- Japan
- Hong Kong
- Taiwan
- Mainland China
- Singapore
- Malaysia
- South Korea



Relationships

Wines Europe

- United Kingdom
- Ireland – North
- Ireland – South
- Belgium
- France
- Luxembourg
- Liechtenstein
- Spain
- Italy
- Switzerland
- Malta
- Austria
- Germany
- Denmark
- Netherlands
- Finland
- Sweden
- Iceland
- Norway



Relationships

Brown Brothers Today



Nothing but the wine.

- A 4th generation family owned wine company with 120 years of history
- 1889 first vintage
- Leading the way with exciting, innovative new varieties and styles
- Diversity of vineyards and grape sources
- No.4 Australian wine brand by value
- Kindergarten winery
- Market research through Cellar Door and Epicurean Centre
- Delivering high quality wines to the consumer



Nothing but the wine.



To taste it is to love it.

Prettier in pink, Moscato Rosa is deliciously fresh and fruity. Once you try it, you'll love it.

















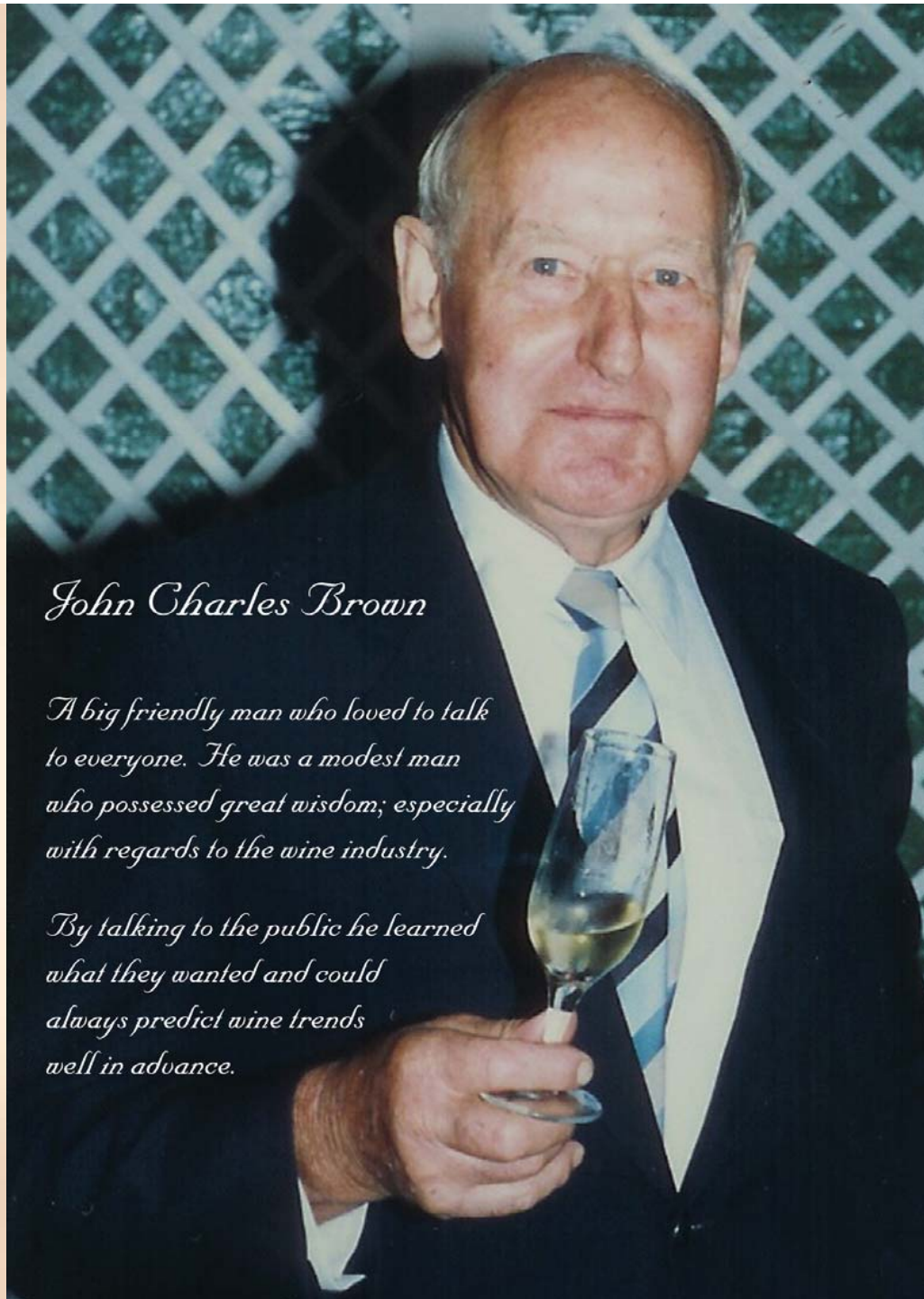






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*In memory of Mister
John Charles Brown*



John Charles Brown

A big friendly man who loved to talk to everyone. He was a modest man who possessed great wisdom; especially with regards to the wine industry.

By talking to the public he learned what they wanted and could always predict wine trends well in advance.



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Thanks to have shared our passion!

