



PETALUMA

WHITE LABEL SHIRAZ 2014

Petaluma is committed to producing the very best wines from South Australia's most distinguished viticultural areas.

Our Shiraz vineyard on the slopes of Mt. Barker on the eastern edge of the Adelaide Hills received plentiful winter rain and a cool dry spring. October and November were then cold and wet, and the inclement weather resulted in very poor flowering, yielding a tiny crop.

The summer then continued dry until February, when the Adelaide Hills received up to 100 mm of rain, and some nice top-up rain in March. Beautiful cool, dry autumnal weather followed and we picked the Shiraz fruit in early April.

The grapes were transported to our winery in the Piccadilly Valley, before destemming, crushing and chilling to fermenter. The crushed must was cold soaked for 3 days before being inoculated with yeast to conduct the alcoholic fermentation. The ferment was done in Potter heading-down-board fermenters, where the fermenting cap of skins is held submerged by the head boards. Once per day the fermenting juice is drained away and then the cap reloaded, gently extracting colour, tannin and flavour.

At sugar dryness, the fermenters were "dropped", that is, the wine pumped away and the skins pressed. The resultant wine was then transferred to oak after 24 hours settling in tank, and inoculated with bacteria to conduct the malolactic fermentation (MLF), the conversion of harder malic acid to softer lactic acid. At its completion, the barrels were emptied, the wine given a dose of sulphur dioxide and the wine returned to oak. The 2014 Shiraz was aged in French oak barriques (225 litres), hogsheads (300 litres) and puncheons (400 and 500 litres), ten percent new, the balance one use and older, and was in barrel for a total of seventeen months.

Before bottling in December 2015, the wine was given a light egg white fining which helped clarify and also soften the tannins a little.

The 2014 Petaluma White Label Shiraz is a spicy dry red. Peppery berry fruit, typical of the Adelaide Hills signals a palate of lovely texture, sweet fruit and pepper and spice. Delicious and long, the tannins are evident without dominating. Elegant and brightly flavoured, the soft sandy tannins and black fruits enhance the savoury finish.

Andrew Hardy
Senior Winemaker

ABV%	14.5
TA g/L	6.7
pH	3.47
Dry Scale	Dry



THE WHITE LABEL RANGE ARE CRAFTED IN THE SAME PETALUMA PHILOSOPHY AS THE HIGHLY REGARDED YELLOW LABEL. THE GRAPES ARE GROWN IN THE KEY REGIONS OF ADELAIDE HILLS AND COONAWARRA. THESE WINES ARE PERFECT TO ENJOY UPON THEIR RELEASE AND COMPLIMENT OCCASIONS WITH FRIENDS, FAMILY AND FOOD.