



DOWIE DOOLE

No 'Bad Eggs' in Dowie Doole's 2003 Merlot Basket

Wine experts estimate that each year over 200 million bottles of wine worldwide are "tainted" with a mouldy smell and taste which is due to wine corks, contaminated by Trichloroanisole (TCA), coming into contact with the wine after it is bottled.

To combat this problem, Dowie Doole are pleased to announce that commencing with the 2003 Merlot; they will now use the revolutionary 'Diam' cork as the preferred closure for all their red wines.

On December 3rd 2004 the Sabaté 'Diam' cork will be presented with the 2004 Trophy by Vintech in Bordeaux, recognizing it as the world's best innovation in wine technology

The 'Diam' cork was developed by Sabaté, one of the world's major cork producers and part of the French wine materials company, Oeneo, in collaboration with the Laboratory of the Supercritical Fluids Department of the French Atomic Energy Commission (CEA), an entity specializing in the decontamination of organic materials.

At the core of the cork's success is the 'Diamant' technical process which cleans cork granules with super critical carbon dioxide (the state of CO² between a liquid and gas) thus removing TCA and other organic compounds and volatiles from the cork. The granules are then re-formed to give a consistent density to the corks. The 'Diamant' process sterilizes the cork, preventing any future "off" odours or flavours. According to independent tests by the Australian Wine Research Institute, the cork's uniform consistency helps retain superior sulphur levels to other wine closures, thus enhancing the wines ageing potential, preventing random oxidation, avoiding reduced characters in the wine and better retaining primary varietal fruit aromas and flavours.

Dowie Doole are excited by the move to this cork and the obvious benefits this will bring to consumers not only by eliminating the TCA "bad eggs" but also addressing the common wine problem of random oxidation and reduced characters.

This is the 6th vintage of Merlot released by Dowie Doole. Yields were lower than usual in 2003 due to windy conditions during springtime flowering and fruit set and the worst drought in over 100 years. Although quantities were reduced, flavours were concentrated due to the perfect ripening conditions. Wines display excellent varietal character and great colour.

The fruit was picked at approximately 13.8° Bé, crushed and fermented on skins in rotary fermenters for six days. Fifty percent of the juice was run off into new Seguin Moreau medium-toast American oak hogsheads and barrel fermented to dryness. It was then racked and remained in barrel until June 2004. The other half was fermented to dryness and then transferred to two and three year-old barrels in June 2003 where it remained for 12 months. As is our regular practice, a small amount of Cabernet Sauvignon was used to give additional body and tannin.

Analysis: Alc/Vol: 14.4%, TA: 6.2 g/L, SO₂: Free 34 Total 88 ppm, pH: 3.48, VA: 0.63 g/L

Recommended Retail Price: \$21.00 per Bottle

Released: Oct/Nov 2004 through Options Wine Merchants Pty Ltd: SA / NT &
Rutherglen Wine & Spirit Co Pty Ltd: VIC / NSW / QLD / ACT / WA / TAS

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