

Tasmanian Chardonnay Case Study  
Samantha Connew - Stargazer

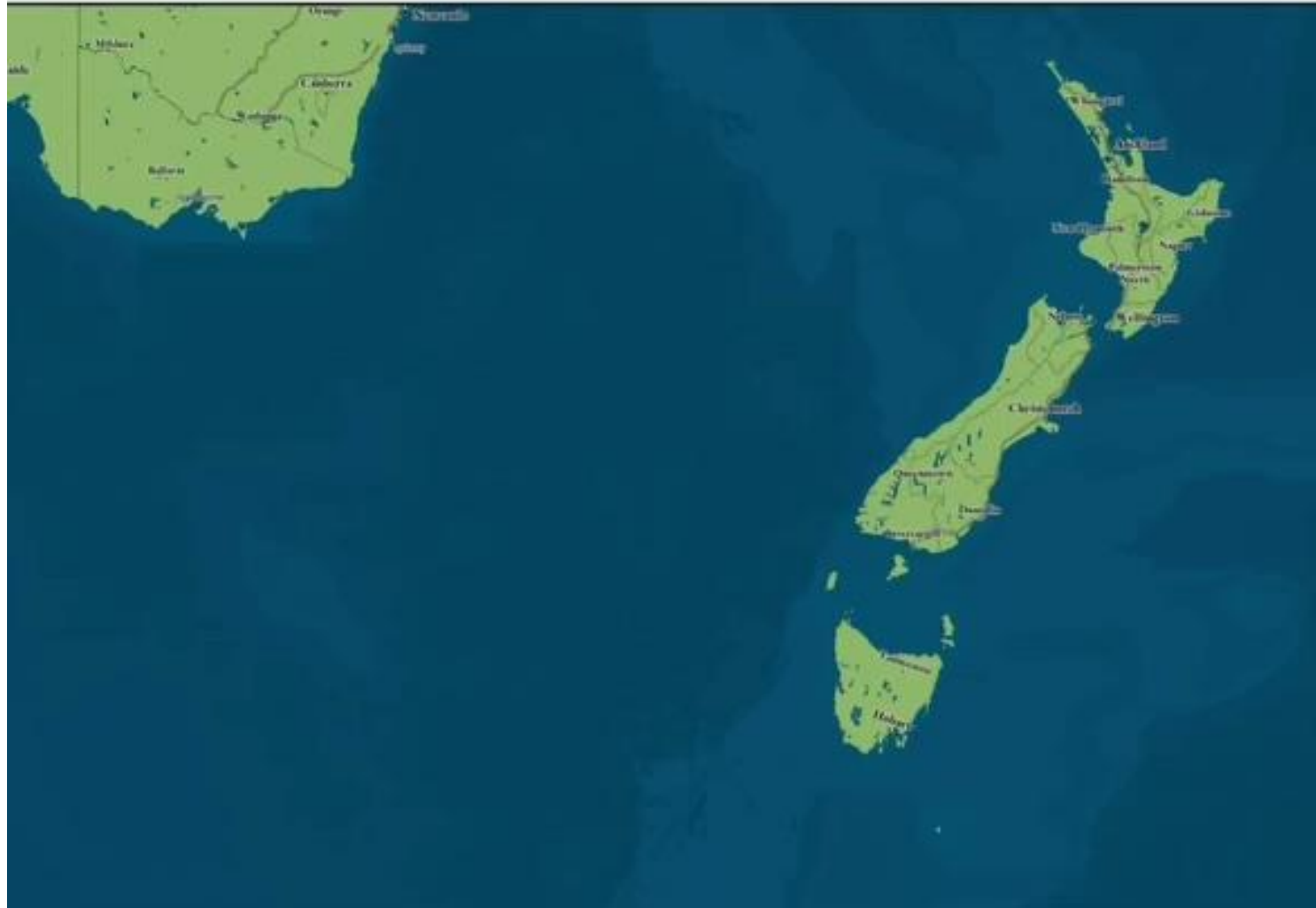
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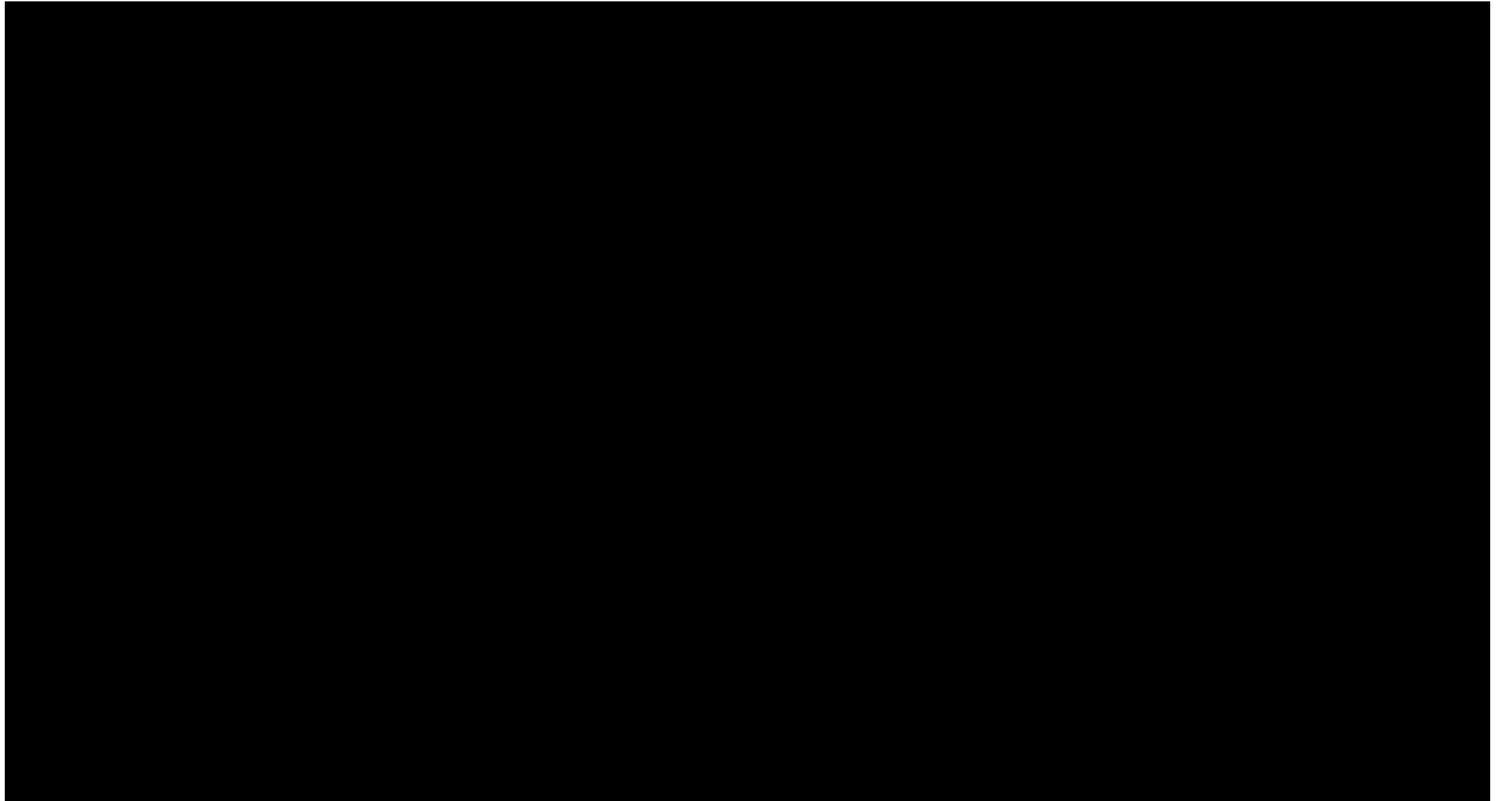
2024 Aotearoa  
Chardonnay Symposium  
26.09 - 27.09

CHARDONNAY  
SYMPOSIUM

@aotearoa.chardonnay #aotearoachardonnay

wow! those winds WERE strong.....HEY BRO.





# WINE TASMANIA

PROMOTING THE COOLEST  
WINE REGION ON THE PLANET.

December 2023

## TASMANIAN WINE OVERVIEW

### TASMANIA . . .

Total Area:

- 68,401sq km
- 286 km long (north to south)
- 315 km wide (west to east)
- 3,300 km of coastline

Population: 510,000

Mean January  
temperature: 17.2°C  
(63°F)

Latitude: 41°27'S  
(Launceston)



Image Credits:  
Top Left - East Coast (RACT Destinations), Right -  
Cradle Mountain (Cultivate Productions), Bottom  
Left: Richmond Bridge (Tourism Australia).



# WINE TASMANIA

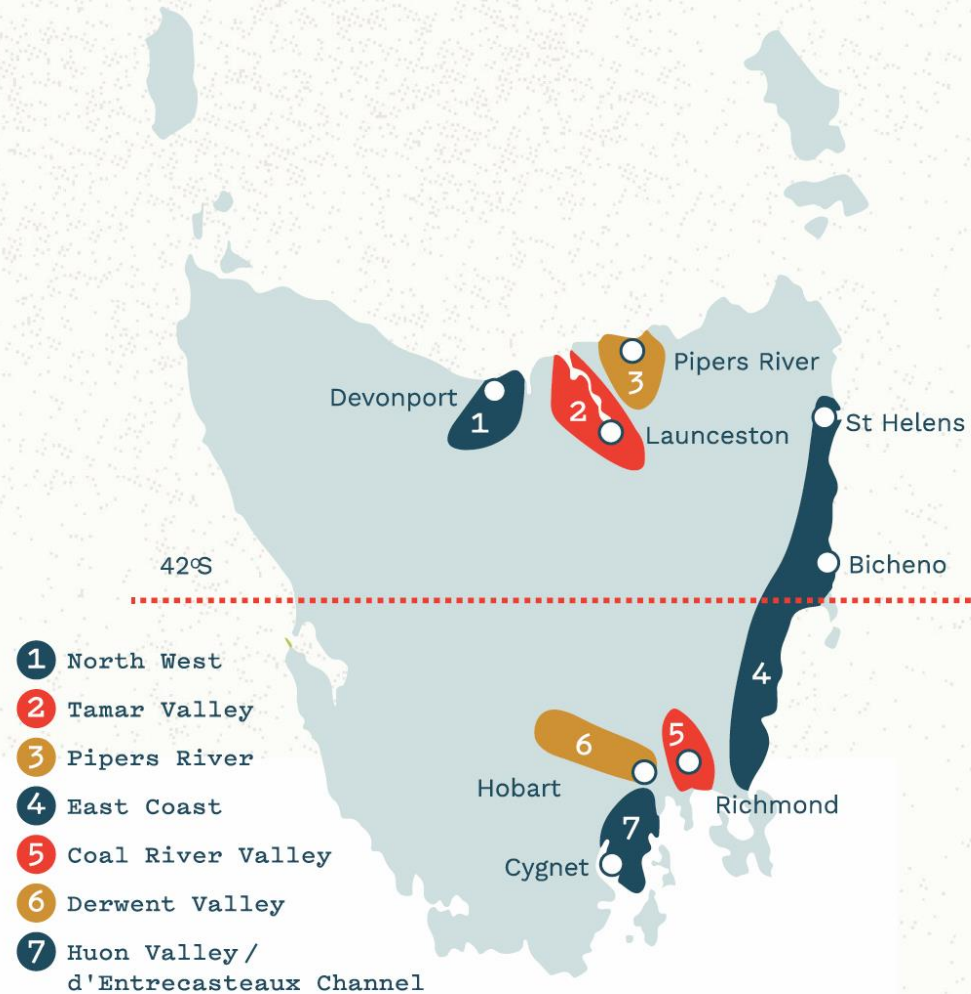
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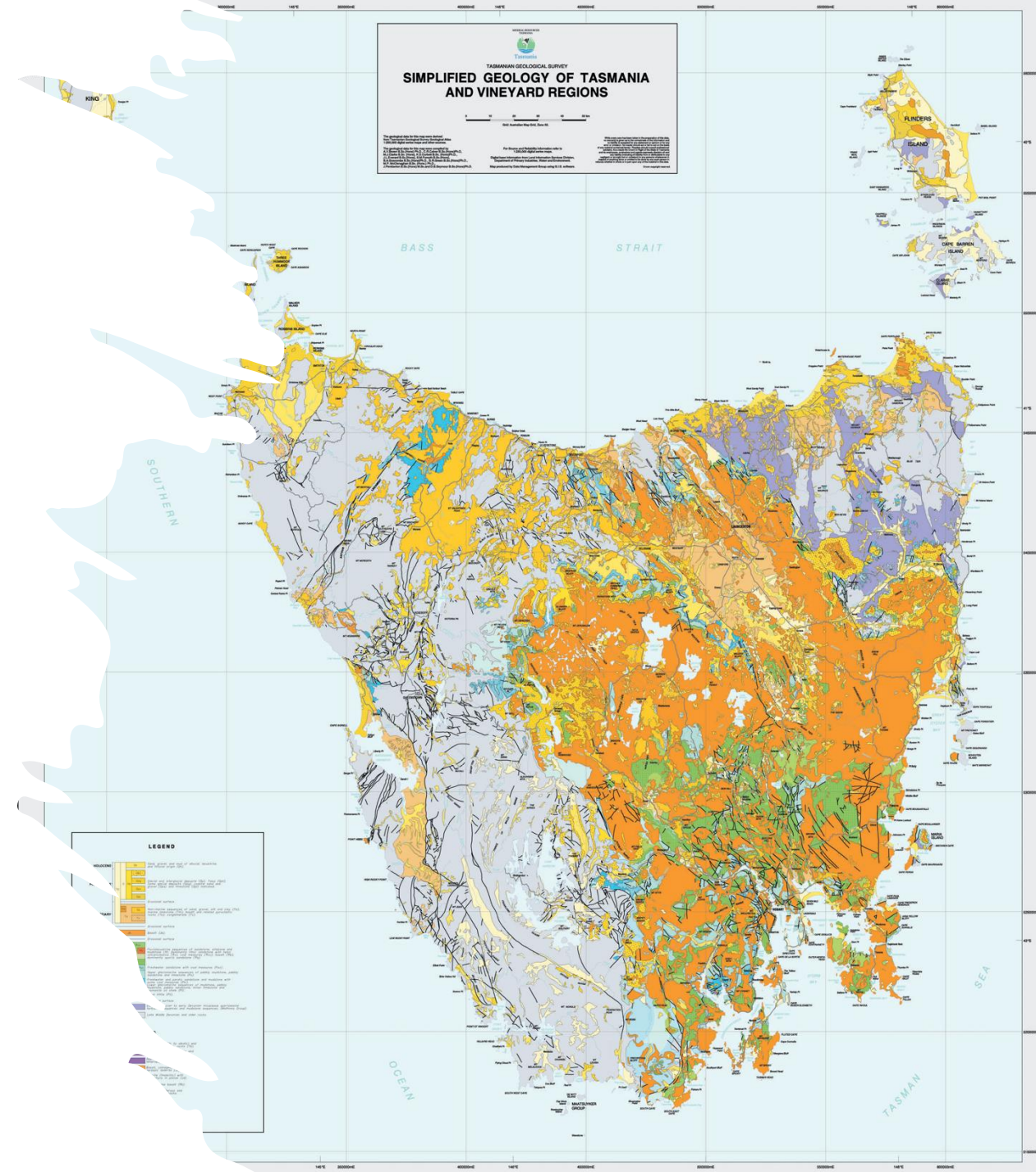
## TASMANIAN WINE OVERVIEW

### FACTS & STATS

- 184 licensed wine producers
- ~ 2,418 hectares planted
- Average annual production of 1.05 Million dozen cases
- Sales percentages (approximate):
  - Export - 4%
  - Mainland Australia - 56%
  - Tasmania - 40%
- 90 cellar door outlets
- 27% of all tourists called into a cellar doors in 2021/22, spending 1.5 times more than other tourists



- All of the orange (1/3 of the island) is Jurassic dolerite, which has a range of soils on top:
  - Black cracking clays (black vertosols)
  - Shallow stony brown soils with clay subsoils (brown dermosols)
  - Sandy loam subsoils
- The green areas area also common in the regions we are looking at and are Triassic sandstones with either:
  - Siliceous sandstones, sandy loams in cooler areas
  - Brown, sandy clay loam topsoils









# WINE TASMANIA

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**TASMANIAN WINE OVERVIEW**

## TASSIE IS COOL

How cool we are (growing season heat degree days):

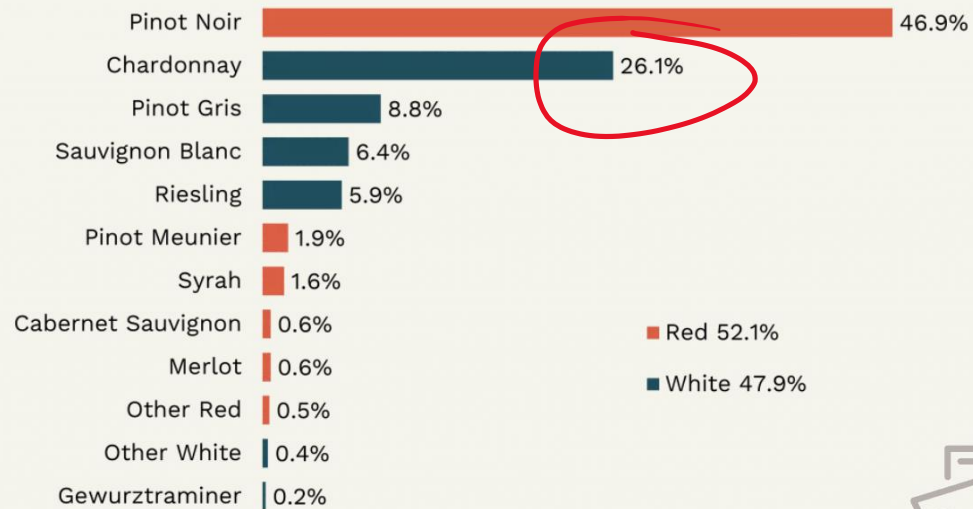


Credit: Gladstones, J.S. (1999)  
*Viticulture and environment.*  
Adelaide, S. Aust.: Winetitles.

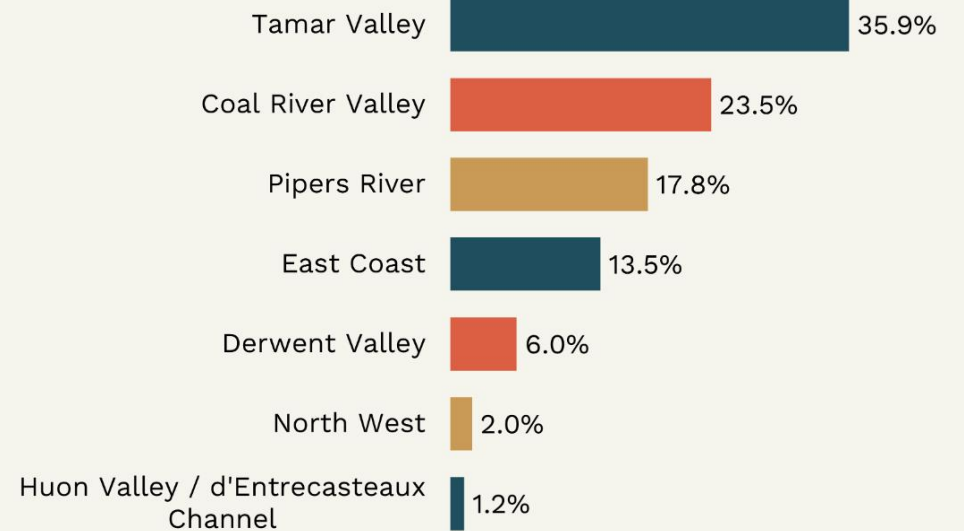


# THE BREAKDOWN

2024 Tasmanian Wine Grapes - Varieties

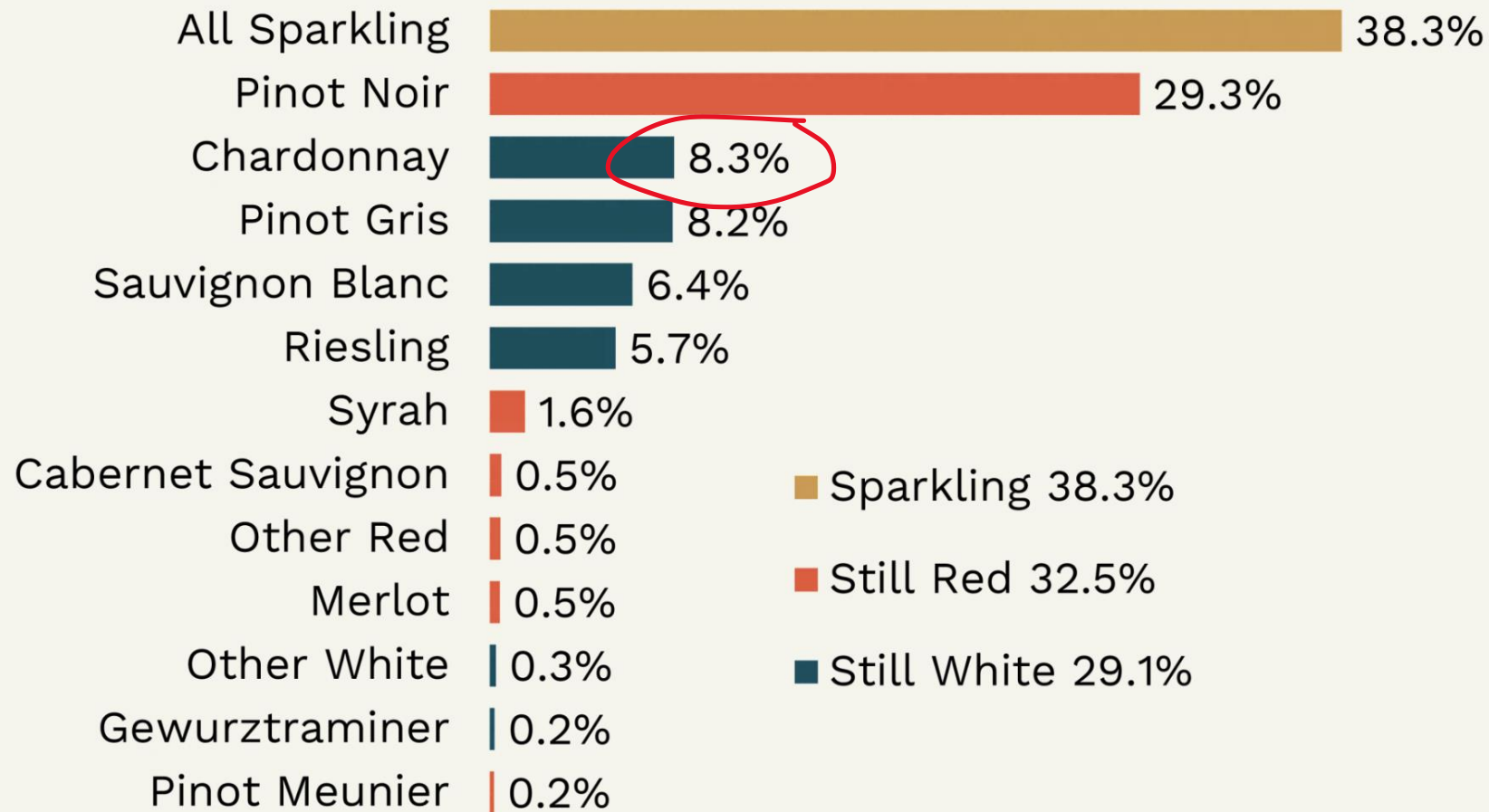


2024 Tasmanian Wine Grapes - Harvest Location





## 2024 Tasmanian Wine Grapes - Still Varieties & Sparkling





	<b>% OF TASMANIA'S CRUSH IS CHARDONNAY</b>	<b>% OF CHARDONNAY AS MADE INTO SPARKLING</b>	<b>TASMANIAN PRICE OF CHARDONNAY</b>	<b>TASMANIAN PRICE OF ALL GRAPES</b>	<b>NATIONAL PRICE OF ALL CHARDONNAY</b>
2024	26.1%	67.7%	<b>\$3,811</b>	\$3,674	<b>\$508</b>
2023	25.5%	67.8%	\$3,393	\$3,377	\$520
2022	24.7%	67.4%	\$3,259	\$3,237	\$517
2021	25.3%	67.8%	\$3,174	\$3,146	\$532
2020	26.9%	70.5%	\$3,066	\$3,037	\$477





2022 Sailor Seeks Horse – Huon Valley







# 2023 Stargazer – Coal River Valley & Derwent Valley









# 2023 Freycinet Vineyard – East Coast





# 2022 Brown Family Wines Patricia- Tamar Valley





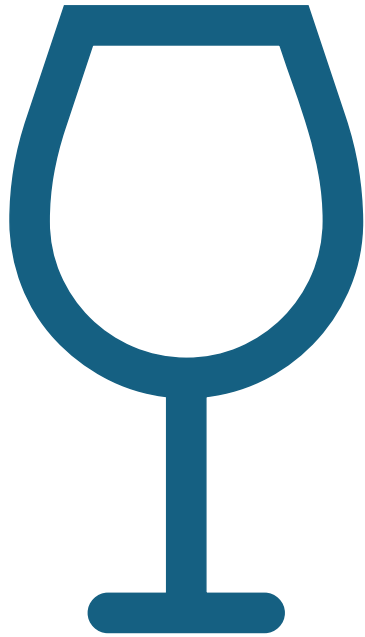


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**TASMANIAN**

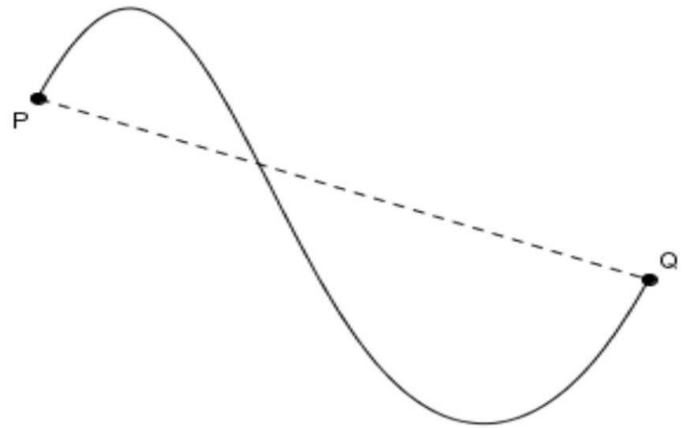




## What do Tasmanian Chardonnays have in common?

- Natural acidity, but more importantly low pH
- Flavour – fruit intensity comes in at low sugar levels
- Phenolic extraction - small berry size
- Lower yields (average Tas yields across all varieties 7T/ha)
- Still early days with clonal development: a lot more I10V1 than other premium Chardonnay areas

A straight line is the shortest distance between two points.



But it's often the dullest.



# How does Tasmanian Chardonnay differ from the mainland?

## Viticulture:

- Longer growing period (120-140 days between flowering and harvest)
- Sunshine/light intensity – impact on phenolics and ripeness while still at high malics
- Ratio of TA to malic?
- Wide range of growing conditions, soil types etc.
- Narrow range of clonal material
- **Sense of place with such a range of different subregions?**

## Winemaking

- MLF probably more common than on the mainland
- Narrow range of producers/contract makers
- Winemaking styles (inoculation, stirring etc.) reflect producer rather than place/site
- **No one Tasmanian style? But then arguably Australian Chardonnays reflect producer more than site/place (with one possible exception)**

**THANK YOU:**

- Tom Wallace, Brown Family Wines
- Gilli Lipscombe, Sailor Seeks Horse
- Keira O'Brien, Freycinet Vineyards
- Adam Wadewitz, Tolpuddle Vineyard and Shaw + Smith
- Liam McElhinney, Tasmanian Vintners
- Steve Flamsteed, Wine Network
- Paul Smart, Wine Tasmania

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