



# Henry's Drive Vignerons

AUSTRALIA IS NOT OLD WORLD  
OR NEW WORLD —  
IT IS SIMPLY OUR WORLD



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# Henry's Drive Vigneron

We have recently reviewed our portfolio and agreed it was necessary to make changes – the purpose of doing this was to deliver a more targeted approach to the market and focus on three key messages...

## Henry's Drive + Shiraz + Padthaway

From a brand perspective, this presents a clearer message and creates a much stronger footprint. This change emphasizes the strengths of our region, Padthaway, renowned for a producing premium quality fruit, in particular, Shiraz.

Henry's Drive achieves this by maintaining a sustainable viticultural program that ensures we put back more than we take out of our soil. Padthaway has mineral-rich soils with an underground water supply and a maritime-influenced climate. Our winemaking philosophy is to produce wines that are a true expression of their vineyard, region and variety.

As a result of these changes, we have introduced a new wine to our core range, the **2012 H Syrah**. When creating this wine we wanted to display the versatility of the Shiraz variety grown in Padthaway. *A contemporary wine delicately blended with flavors of blueberry, rhubarb and lavender.* **H Syrah** will be joined by **H Chardonnay** later this year.

Also recently released and renamed is the **2010 Henry's Drive Magnus Shiraz** (formerly the Henry's Drive Reserve Shiraz). *Magnus – Greatest single creation of an artist.* This Shiraz was my late husband Mark's favorite wine. Magnus pays tribute to his great strength, determination and character. *An elegant wine continuously evolving with brooding blackberry fruit, star anise, lavender and eucalyptus.*

I hope that you find our new portfolio enjoyable to work with.

All the Best,

Kim Longbottom, Proprietor

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**Magnus: the greatest single creation of an artist.**

**2010 Henry's Drive Magnus Shiraz**

*(formerly Henry's Drive Reserve Shiraz)*

was released on the 27th February, my late husband Mark's birth date.

*To celebrate this great wine we have bottled a few limited edition magnums.*

*I would like to offer you the opportunity to win one each month.*

All you need to do is submit a selfie of you and your favorite Henry's Drive wine, which will be put before an esteemed panel of judges...

We will post the winning selfie on [www.facebook.com/henrysdrive](http://www.facebook.com/henrysdrive) each month.

**Be sure to send your image to me by the 25th of each month -**

**[kim@henrysdrive.com](mailto:kim@henrysdrive.com)**

Good luck! – Kim

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