



Sub Rosa

Cool climate wines at their peak.

SubRosa



sub rosa (sub rose-a) adv Lit in secret.
[Latin, literally: under the rose; in ancient times a rose was hung over a table as a mark of secrecy]

Life partners Adam Louder and Nancy Panter proudly introduce small-batch SubRosa wine from selected fruit grown in the cool Victorian Grampians and Pyrenees ranges.

Adam's winemaking experience and passion for excellence leads to complex individual wines.

Our motto, what happens at the table, stays at the table, is about friends sharing their lives over wine and food.

Elevation, excellent sunlight and cool nights result in Shiraz, Viognier and Nebbiolo that are...

*"...intense and focused, taut and precise
on the tongue... real concentration and
focus, drive and elegance."*

Huon Hooke, The Real Review.

Adam Louder

39 Vintages. 4 Regions. 43 years of age.

Winemaker Adam Louder has experience in the cool climate Grampians, (AUS) coastal Margaret River (AUS), classic Bordeaux (FRA) and sunny Napa Valley (USA) regions.

Adam's intuitive winemaking and dedication to work with only the best fruit from the Grampians and Pyrenees has paid off with SubRosa wines receiving rave reviews and accolades.

*“I wanted to learn from the best, and get
as much experience in premium regions
as I could.”*

Adam Louder, co-founder.

SubRosa is what Adam has been working towards his entire career. Carefully sourced premium grapes and attention to detail is key. Only when the grapes are good enough will SubRosa wines be crafted.



Nancy Panter

When Nancy met Adam she asked one question that would change her life,
“Why don’t you make your own wine?”.

Nancy, a trained journalist, PR professional and experienced Board member, leads SubRosa’s Strategy, Sales and Marketing. She is committed to sharing the delicious wines made by Adam and growing the SubRosa wine business sustainably.

Nancy is always looking for fun ideas to share, events to attend and recipes to make for family and friends.

*“We wanted to create an experience, not
just another wine label.”*

Nancy Panter, Co-founder.

Accolades

- Top Wineries of Australia (since 2019)
- Halliday top ten best new wineries in Australia (2019)
- #1 Shiraz from the Pyrenees
- #2 Viognier from Australia
- #2 Shiraz from the Grampians

The
Real
Review 2023

**TOP WINERIES
AUSTRALIA**



Grampians and Pyrenees



Grampians: Altitude: 240–440m. Season rainfall: 240mm
Pyrenees: Altitude: 220–375m Season rainfall: 220mm

The Grampians wine region, nestled in the cool climate of western Victoria, Australia, is renowned for its elegant and robust red wines, particularly Shiraz, characterized by vibrant fruit flavors and distinctive peppery notes.

Only two hours north west of Melbourne, this picturesque area boasts stunning natural landscapes, with rugged mountain ranges providing a unique backdrop to its vineyards.

Adam's the latest in a long line of winemakers to worship the fruit this area's spectacular cool climate produces. Grapes have grown in the Grampians' ancient mountains since 1867, making it one of Australia's oldest wine regions.

The Pyrenees wine region is only 30km's north west of the Grampians and is renowned for high quality red wines.

Embracing regenerative agriculture, we are planting a vineyard at the base of Mount Cole, Victoria. Our vineyard will include Viognier, Nebbiolo and Shiraz as we dedicate ourselves to producing Australia's best cool climate wines.



2021 Gramplains Viognier

200 doz. crafted. | Vegan.

"This is a classic example of the effusive outpouring of flowers and apricots that Viognier is capable...quite delicious,"
92 pts, Robert Parker Wine Advocate.

"Adam Louder, winemaker, knows his turf. Anyway, if you haven't cottoned onto Sub Rosa, you should. You'll be thanking yourself down the trail when these start commanding higher prices and generally being difficult to find. No doubt."

Mike Bennie, WineFront.



2019 Pyrenees Nebbiolo

240 doz.crafted. | Vegan.

"There's finesse to the tannin and ample complexity, not to mention straight lines of acidity, and yet this still feels like a substantial nebbiolo. Stewed plums and dust, woody spice and decayed rose petal characters make a pretty convincing argument for the wine's quality,"
92 pts, Halliday Wine Companion

"Our warm days and cool nights mean the grapes have a long growing season which leads to the complexity of the wine that can be created. That's why the Grampians is where I want to make wine,"

Adam Louder, winemaker.



2019 Grampians Pyrenees Shiraz

240 doz. crafted. | Vegan.

"This floods the palate with sweet, ripe, plum-shot flavour, although mint, florals, cedar and smoked spice notes are swept along with it. It's as accomplished as it is seductive, the finesse of its tannin yet another quality marker,"

94 points. Halliday Wine Companion.

"Sub Rosa is one of the best new wineries in the 2019 Companion, created by two high performance partners in life and in this exceptional new winery... This is a business that will win gold medals galore should it enter wine shows."

James Halliday, Wine Companion 2019.



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