



Media + Trade Kit
2022

About SubRosa

The story began in 2012 when we met among the vines under the Californian sun. At the time Adam was perfecting his craft as a winemaker in Napa and I was in corporate communications in San Francisco, in a team creating world class experiences for clients from around the world. We got to know each other over a glass of Napa Valley Cabernet Sauvignon back in 2012.

We returned to Australia in 2014 and it was in 2015, with Adam's more than nineteen years working in vineyards and wineries around the globe and learning from some of the world's most revered winemakers, we launched SubRosa. A thoughtfully crafted collection of wines that represent Adam's home, the Grampians, in Victoria.

With more than 28 harvests in five exceptional wine regions across three continents, making the wine was the easy part. The hard part was finding a name that would represent, not only the wines, but one that would evoke emotion and connect to how we enjoy wine. So we turned to Adam's favourite book, the Collins Australian Dictionary.

After a lengthy perusal over a few of glasses of wine, we randomly opened page 920-21. It was here we discovered sub rosa.

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].

The secret is out. SubRosa wines represent bringing people together, sharing stories over a glass of wine and great food, and the joy that brings.



Adam's global experience taught him many things, and one of them was that the vineyards of his homeland, the Grampians, produce some of the most exceptional grapes in the world. He was insistent that our wines would be crafted from the cool climate Grampians and the neighbouring Pyrenees.

His approach to winemaking is intuitive and thoughtful with minimal intervention. It is this meticulous attention to detail that has seen our wines attract attention from notable tastemakers.

We are obsessed with high-quality fruit and ensuring the vineyard and vintage are stamped into each wine. Our collection includes our signature, elegant yet complex Shiraz, a Viognier and occasional Rose that sell out within 3 months of release, a Nebbiolo from the Malakoff Vineyard in Pyrenees and when we can, locally sourced Cabernet and Mouvedre wines.

Over the years we have been encouraged and grateful for the response to our wines, especially in today's age of distraction. Our creative partnership is thrilled to offer our wines for your table. We encourage you to take time to share, everyday and extraordinary moments with friends and family.

What happens at the table, stays at the table.

Nancy Panter + Adam Louder



Adam Louder

Adam grew up surrounded by vines and wineries against the stunning backdrop of the Grampians' majestic mountain peaks. It was a part-time job while still at school at the local, award-winning winery, Bests of Great Western, that ignited his love affair with creating fine wine.

In 1998 at 18 years old, Adam joined forces with one of Australia's most visionary winemakers Trevor Mast at Mount Langi Ghiran. This partnership was one of master and apprentice. Trevor shared his extensive knowledge, passion and innovative ideas as Adam absorbed every word, phrase and action.

Thirsty for more knowledge and experience, Adam – at just 20 years old – traveled to the Napa Valley, USA to work at the esteemed Chimney Rock winery, where he learned to manage and lead a team through harvest.



The next stop on Adam's winemaking journey was the historical home of fine wine, Bordeaux, as a winemaker for Chateau Carsin from 2005 to 2008. In France, Adam made wine by day and regularly enjoyed 5-12 course meals with matched wines by Michelin Star chefs by night. This experience ignited his love affair of food and wine. It was his time in Bordeaux that he learned to truly enjoy wine, believing "it's a better experience if you share wine with friends and food".



Complimenting his time in Bordeaux, Adam worked in Western Australia's Margaret River, at Xanadu and Pierro.

His dedication to fine winemaking was rewarded in 2011 when he was approached by one of Napa Valley's most prestigious cult wineries Araujo Estate (acquired by Chateau Latour in 2013). During Adam's time as harvest winemaker (2011 – 2014) Wine Spectator magazine rated the Araujo Estate flagship Cabernet Sauvignon as one of the most collectable wines in the world.

In 2016 Adam returned to where his career began, joining the winemaking team at the esteemed Mount Langi Ghiran. In 2018 Adam was promoted to Chief Winemaker where he continues to craft wines of distinction from his homeland.

At 41, Adam has completed 36 harvests around the wine world, including Grampians, Pyrenees and Margaret River in Australia, Bordeaux in France and Napa Valley in the United States of America.

"I guide the grapes from the vineyard to the bottle and let the grapes do all the hard work. It's different every season which is what makes winemaking so interesting, you never know what surprises mother nature will present."

Adam Louder, winemaker



Nancy Panter

Nancy grew up on the Gold Coast, Australia, and is a water baby. She studied Journalism at the University of Queensland before embarking on a global communications career that included stints as a snow reporter in Thredbo, publicist for Conan O'Brien in Toronto, Canada, and a wanna-be producer in Los Angeles, USA.

Before falling in love with a winemaker, Nancy lived a fast-paced global life working on the Olympic Games, FIFA World Cup and Super Bowl and throwing regular parties in her Nob Hill abode in San Francisco.

These days Nancy relishes a slower pace of life (their children Toby and Charlie have other ideas) and has embraced the country Victorian lifestyle.

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



SubRosa

SubRosa is Latin for under the rose. In ancient times, a rose was hung over the table as a mark of secrecy.

What was said or happened around the table, stayed at the table.

The SubRosa sketch was conceptualised by Adam's imagination and drawn by friend and local artist Janette Lucas.



The Region

Our warm days and cool nights mean the grapes have a long growing season which adds 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



Grampians

The Grampians wine region is located between the Southern tip of the Great Dividing Range and the 360 million year old Geriwerd (Grampians National Park) only two hours north west of Melbourne, Victoria.

Adam's the latest in a long line of winemakers to worship the fruit this area's spectacular cool climate produces. Grapes have been grown in the foothills and valleys of the Grampians' 360-million-year old mountain ranges since 1867, making it one of Australia's oldest wine regions.

Altitude: 240-440m

Growing season rainfall: 240mm

Pyrenees

West of the Great Dividing Range in Victoria, two hours from Melbourne, is the rugged Pyrenees Ranges. Originally planted with vines during the gold rush in the 1840's, it wasn't until 1960's that the wine region of today was established.

It is in the Pyrenees mountain range where our friends, the John family, have their Malakoff Estate vineyard. Adam sources Nebbiolo grapes for SubRosa, which grow surrounded by the Estate's eucalyptus trees. The Pyrenees wine region is renowned for high quality red wines.

Altitude: 220-375m

Growing season rainfall: 220mm



Awards & Accolades



Five stars in James Halliday Wine Companion 2019, 2020, 2021, 2022



Real Review Certificate of Excellence in 2019, 2020, 2021, 2022



Viognier 2017 & 2020 95 points - Huon Hooke, The Real Review



SubRosa new releases score 93-95 points - Mike Bennie, Winefront (December 2018)



SubRosa named in the James Halliday Wine Companion 2019 "Top 10 best new wineries" and awarded five stars (August 2018)



SubRosa wines score 92 - 96 points - James Halliday (May 2018)



2017 Neon Grampians Pyrenees Business Awards Winner - The Weekly Advertiser Excellence in Agriculture/Viticulture Award All inaugural release



SubRosa wines score 90+ points - Mike Bennie, Winefront (May 2015)



2018 Grampians Shiraz, 96 points - Huon Hooke, The Real Review

"If you haven't cottoned on to 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, December 2018

"SubRosa 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



Country Style Magazine





The Wines

SubRosa

What happens at the table
stays at the table.

SubRosa handcrafts small batch wines to drink now, or cellar for years to come. Located in the historic Grampians wine region in Victoria, Australia, SubRosa is one of James Halliday's top 10 wineries to watch. Progressive winemaker Adam Louder crafts complex cool climate small batch wines using his experience from 36 vintages in 25 years from Bordeaux, Napa Valley and Australia.

Grampians Shiraz 2018

Vineyard Hand picked from a vineyard in Great Western, Grampians, Victoria. *Vintage* 2018 Mild growing season with warm sunny days and cool nights. *Winemaking* 100% Grampians Shiraz. Whole berry ferment. 16 months in French oak. 30% new oak. No fining. 24 months in bottle pre-release. Vegan friendly.



VINTAGE: 2018 | GI: Grampians | VARIETY: 100% Shiraz | Alc: 14% | PRODUCTION: 150 dozen | CELLARING: Enjoy now to 2030

Halliday Wine Companion, 93 points
Appealing aromatics with floral, raspberry, dry leaves and a green edginess. Firm across the palate and fine in fruit density boasting, red cherry, baking spices, a hint of pepper and mocha oak. A taut, well tanned shiraz. Drink by: 2027. Jeni Port:

The Real Review, 96 points
Deep, rich, bright colour, with a smoky-char and earthy-ironstone shiraz nose, surprisingly complex for its years and savoury, the palate likewise supple, mellow, savoury and multi-layered. Toasty, pepper-spicy, the palate elegantly crafted and refined, with a core of fruit sweetness and finishing with lovely balance and completeness. Harmony and charm. A really superb shiraz, and great value. Huon Hooke

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Malakoff Pyreness Shiraz 2016

Vineyard Hand picked from Malakoff Estate, Pyreness, Victoria. *Vintage* 2016 Hot and dry growing season with sunny days and warm nights. *Winemaking* 20% whole bunch, 80% whole berry ferment. 16 months in French oak. 50% new oak. No fining or filtration. Vegan friendly.



VINTAGE: 2016 | GI: Pyreness | VARIETY: 100% Shiraz | Alc: 15% | PRODUCTION :70 dozen | CELLARING: Enjoy now to 2040

Halliday Wine Companion, 95 points
Its deeper crimson-purple colour and medium to full-bodied palate are in continuing contrast for the two SubRosa Shirazs, but not in the skill of the winemaker. Balance is often said to be the one word to describe a great wine, and this exudes velvety black cherry at every turn. Cedary oak nuances and persistent, pliable tannins complete the picture. James Halliday

The Real Review, 93 points
Medium to deep red colour with a trace of purple. The bouquet is sweaty at first and faintly reductive, but also slightly bunched and subtly complex, with some floral perfumes. In the mouth, it's medium to full-bodied and has a lovely juicy middle, with soft tannins and fine, supple texture. This is a really delicious modern shiraz, very enjoyable right now. Huon Hooke

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Malakoff Pyrenees Nebbiolo 2018

Vineyard Hand picked from Malakoff Estate Vineyard, Pyrenees, Victoria. *Vintage* 2018 Mild growing season with warm sunny days and cool nights. *Winemaking* 100% Pyrenees Nebbiolo. Whole berry ferment. 16 months in used French oak. No fining. 24 months in bottle pre-release. Vegan friendly.



VINTAGE: 2018 | GI: Pyrenees | VARIETY: 100% Nebbiolo | Alc: 14% | PRODUCTION: 190 dozen | CELLARING: Enjoy now to 2030

Halliday Wine Companion, 93 points
Attractive rose petal, Turkish delight, black cherry, leafy aromas. Brambly spice, chewy fruit on the palate, but time in oak is also apparent, delivering a varnish character which together with savoury tannins completes a pretty complex nebbiolo picture. Give it time in the cellar. Jeni Port

The Real Review, 92 points
Light ruby-red colour with a nice tinge of purple in the rim, and a youthfully reserved bouquet that whispers rather than shouts, of dried herbs, red cherries and sweet raspberry. The tannins are fine and gentle without losing their essential grip. The wine is medium-bodied at most and easy to enjoy young, especially if served with protein. Quite lovely, like a pinot with tannin. Huon Hooke.

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Grampians Viognier 2021

Vineyard Hand picked from a small plot of vines nestled in the North Easterly section of the Grampians region. *Vintage* 2021 Mild growing season with warm sunny days and cool nights. *Winemaking* 100% Grampians Viognier. 12 months in French oak. 15% new oak. Vegan friendly.



VINTAGE: 2018 | GI: Grampians | VARIETY: 100% Viognier | Alc: 14% | PRODUCTION: 190 dozen | CELLARING: Enjoy now to 2026

Tasting note: Elusive aromas of springtime flowers, Meyer lemons and grapefruit followed by textures of freshly cut stone fruits, citrus peel and hints of ginger. A chalky natural acidity and an uppercut of mixed spices from French oak to finish.

The Real Review, 95 points

Light to medium yellow colour, with a brightly spicy aroma, some frangipani and tropical flower notes and a hint of ginger, the palate flavour intense and tightly-focused, with a balanced clean, dry finish and pleasant texture, not straying too far down the phenolic path. There is elegance and restraint here as well as intensity and varietal authenticity, all delivered without any heaviness. There are nutty barrel ferment nuances, which are subtle while contributing to complexity. A lovely wine.

Sub Rosa



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