

# DE BORTOLI WINES

## Time Line

**1928**

- Vittorio De Bortoli's **first crush** of just 15 tonnes of black Shiraz grapes that he makes into wine for family and friends.

**1929**

- Vittorio De Bortoli **marries** Giuseppina Bisa on 22<sup>nd</sup> November

**1936**

- The winery has grown to 20 vats with 25,000 gallon capacity.
- **Deen De Bortoli** is born 17<sup>th</sup> August.

**1951**

- Vittorio & Giuseppina's 15 year old son Deen **joins the business** spearheading the relentless **expansion** that would take place under Deen's stewardship.

**1958**

- Deen De Bortoli **marries** Emeri Cunial

**1959**

- Deen has **increased the capacity** of the winery to 110 vats holding 795,000 gallons.

**1960**

- The **3rd Generation** of De Bortolis are born. Darren De Bortoli, current Managing Director is born followed by Leanne in 1961, Kevin in 1962 and Victor in 1969.

**1960s/1970s**

- Australia's first major **“wine boom”** occurs. Deen is instrumental in introducing wine to a whole new generation of wine lovers with a **fruity Italian-style sparkling** wine called **Vittorio Spumante**. This wine is still on the market to day.

**1979**

- Vittorio & Giuseppina celebrate their **50<sup>th</sup> Wedding Anniversary** but Vittorio dies just a few weeks later.

**1980s**

- De Bortoli is one of the first wine companies to recognise the **export potential** of Australian wine.

**1982**

- Darren De Bortoli creates the acclaimed **“Noble One”** originally released as De Bortoli Australian Sauternes Botrytis Semillon

**1984**

- Noble One wins the Wolf Blass Trophy for **Best Australian Wine** at the International Wine & Spirit Competition, 1982 vintage.

**1985**

- Noble One wins the Prince von Metternich Trophy for **Best Botrytis Wine** at the International Wine & Spirit Competition, 1982 vintage.

**1987**

- The De Bortoli family purchases a **winery and vineyard** in the prestigious cool-climate **Yarra Valley** in Victoria.

**1990**

- Leanne De Bortoli and her winemaker husband Steve Webber **launch** the award winning Yarra Valley **Winery & Restaurant complex**.
- The very popular **Windy Peak** label is launched

**1991**

- The first members of the **4<sup>th</sup> Generation** of De Bortolis are born, Kate Webber & Ben De Bortoli.

**1992**

- Noble One wins the Karl Lingfelder Trophy for **Best Botrytis Wine** at the International Wine & Spirit Competition. This was for the 1990 vintage which was the first wine to be released as “Noble One”. This came about because of the bilateral trade agreement between Australia and European Economic Community countries in which Australian winemakers agreed to phase out usage of European geographic names and expressions on wine labels.

**1994**

- De Bortoli made the 1994 Noble One which went on to become one of the best winning **3 Trophies** at the Sydney International Wine Competition, two in 1997 and one in 1998 and more recently at Griffith Wine Show 2004 in the Museum Classes.

**1996**

- De Bortoli establishes its **first off-shore branch in the UK**, this was followed with branches opening in Europe (Belgium) and the United States.

**1997**

- De Bortoli has a fantastic run at the Melbourne Show winning the **Jimmy Watson Trophy** for the 1996 GS Reserve Shiraz
- At the same show De Bortoli also wins the **three other trophies** including Wine Press Club Trophy for 1995 Yarra Valley Cabernet Sauvignon and the Cuno Zeta Trophy for 1997 Yarra Valley Chardonnay and Most Successful Exhibitor.

**1998**

- De Bortoli expands its Victorian vineyard holdings into the **King Valley** purchasing several run down dairy farms along the King River near Moyhu in the north east of the state.

**1999**

- The Yarra Valley Pinot Noir with the Geoffrey Crundall Trophy for **Best Pinot Noir** at the Sydney Wine Show for the 1997 vintage.

**2000**

- The Yarra Valley Chardonnay 1998 wins the Trophy for **Best Chardonnay** at the International Wine & Spirit Competition.
- The De Bortoli Winery & Restaurant celebrates its **10<sup>th</sup> Anniversary** inviting international chef Lorenza De'Medici as guest of honour to assist with the celebrations. This is the beginning of the very popular **On the Vine Cooking School** which has seen Celebrity Chefs of UK television fame such as Rick Stein, Nick Nairn, Antonio Carluccio and many others visit the De Bortoli Winery & Restaurant.

**2002**

- The De Bortoli family purchases a **winery and vineyard** in the famous **Hunter Valley** with the aim of increasing the company's profile in the Sydney and International markets and to produce the wines the region is famous for including its unique Semillon and Shiraz wines.
- **Gulf Station Riesling** 2002 vintage strikes **gold** at Melbourne Wine Show winning **three trophies** for Best Victorian Wine, Best Victorian Dry White and Best Current Vintage Dry White.

**2003**

- The De Bortoli family celebrates **75 years** of making wine in Australia with special guest Antonio Carluccio.
- Darren De Bortoli also celebrates **21 years of Noble One**.
- The family launches **Celebrazione!** 75 Years of Eating and Drinking with the De Bortoli Family.
- **Deen De Bortoli dies** suddenly on 26<sup>th</sup> October 2003.

- The Show Liqueur Muscat has a great year on the Show Circuit winning in 2003 alone two Trophies for **Best Fortified Wine**, Riverland Show and **Best Wine** in Consumer Classes, Adelaide Show as well as six gold medals.
- Noble One 2000 vintage wins the Trophy for **Best Botrytis Wine** at the International Wine Challenge UK.

## 2004

- De Bortoli is **Most Successful Winery** at the Sydney International Wine Competition.
- De Bortoli is dubbed '**Winery of the Year**' in Stuart Gregor's book **don't buy wine without me** published by Text Publishing.
- De Bortoli Yarra Valley Pinot Noir wins the Geoffrey Crundall Trophy for **Best Pinot Noir** again at the Sydney Wine Show this time for the 2002 vintage.
- The De Bortoli family launches their Hunter Valley winery and their first **Hunter Valley wines from vine to bottle** to key media and trade in June at Otto's on the Woolloomooloo Finger Wharf and the following day at the Hunter winery.
- Noble One wins the **Trophy for Best Botrytis Wine** at the International Wine & Spirit Competition for the 2001 vintage. This is the fourth trophy Noble One has won at this prestigious event.
- Noble One 2002 is voted **Dessert Wine of the Year** at the Australian Liquor Industry Awards for the **third consecutive year**. 2001 won the award in 2003 and 2000 won the 2002 award.
- At the California-Australia Shootout™ Noble One 2002 vintage **wins the Dessert Wine** category.
- The Yarra Valley Shiraz Viognier 2003 wins two gold medals and **three trophies** at the Southern Victorian Wine Show – Best Shiraz, Best Yarra Valley Red and Best Red Wine of Show.
- The Yarra Valley Winery & Restaurant wins **Best Restaurant** in the Best of International Tourism Awards.
- Sacred Hill Cabernet Merlot 2003 vintage is **Red Wine of the Year** in Australian Good Taste Magazine, November issue.

## 2005

- Wild Vine Shiraz 2003 won the Quaff 2005 'Any Cheaper and it would Be Free' **Best Red Wine** under \$10 Award. Quaff is compiled by Max Allen and Peter Forrestal, published by Hardie Grant Books.
- Sacred Hill Cabernet Merlot is **Best Value Red Wine** in Stuart Gregor's **don't buy wine without me 2005** published by Text Publishing.