

FATHER TO SON WINEMAKING SUCCESSION AT DROMANA ESTATE

Dromana Estate Limited has confirmed the appointment of Rollo Crittenden as Winemaker in succession to his father Garry, for the company's Mornington Peninsula operations.

Garry will become Consultant Winemaker for the Dromana Estate labels.

The changeover commenced during the latest vintage when the Dromana Estate winery handled a record 340 tonnes of principally home grown fruit, almost double the previous vintage quantity.

The move reflects a decision by Garry Crittenden after 20 years of winemaking on the Peninsula and leadership in the introduction of the Italian varietal wines produced from grapes sourced from the King Valley, to take a step back from day to day operations.

"I have nothing firm in mind, but as I recently turned 60, I thought it's time for a change" Garry said.

Richard Green, Chairman of Directors of Dromana Estate Limited said that Rollo Crittenden is particularly well credentialled for the winemakers role.

"Rollo's name has been listed as winemaker on most recent Dromana Estate wine releases where he has worked the last seven vintages.

"Rollo has also gained additional vintage experience in the northern hemisphere, in addition to his winemaking studies."

His overseas winemaking experience has included working at Yamhill Vineyards, a Pinot Noir specialist in Oregon, with Jim Clendenen at Au Bon Climat in California, regarded as North America's leading exponent of Italian varietals and with Barolo, the expression of the Nebbiolo grape with Enzo Brezza in Piedmont.

Richard Green added that the appointment comes on the eve of the Dromana Estate wine making operations moving to a new winery site on the Tuerong Park vineyard where there are now 32 hectares (80 acres) of recently established vines in production.

The site is a higher and warmer corridor site with mostly north facing slopes, which parallels a local creek valley adjacent to the Mornington Peninsula Freeway.

It is widely regarded as one of the top vineyard sites on the Peninsula.

A new 500 tonne winery will be in operation on the Tuerong Park property on Balnarring Road, Moorooduc in time for next vintage complete with cellar door.

Richard Green has also announced the establishment of Dromana Direct a new direct wine marketing initiative which will operate from the company's head office at 406 Collins Street, Melbourne.

"We are putting addition resources into marketing our domestic labels which include Dromana Estate, Mornington Vineyards the "i" range of Italian varietals established by Garry Crittenden, the Yarra Valley Hills and our recently acquired David Traeger Wines label.

David Traeger recently appointed as a Director of Dromana Estate Limited will continue to make the wines released under his name from the Nagambie and Graytown vineyards in central Victoria.

"Dromana Estate has always been strong in export markets , the U.K in particular, with exports often representing up to 30 percent of our total sales volume.

"In fact we have also just secured a large export order for the David Traeger 2001 Verdelho which is now being poured on the flights of SAS (Scandinavian Airlines System)." Richard Green added

For further information: Richard Green, Chairman, Dromana Estate Limited
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Photo Caption

After twenty years of leadership on the Mornington Peninsula and the introduction of the acclaimed "i" range of Italian varietals, Garry Crittenden has handed over winemaking responsibilities at Dromana Estate to his son Rollo.

Next vintage Dromana Estate will have a new 500 tonne crush capacity winery and cellar door established on its Tuerong Park vineyard property on Balnarring Road, Moorooduc.