

TEXT NICK RYAN

# Tales from the Cellar

To celebrate their 10th birthday, Australia's largest wine-storage provider, Wine Ark, have once again released their list of the country's 50 most-collected wines. It's an opportunity for readers to see what's hot and even win 12 of the most popular wines on the list.

It's the Holy Grail of any business and whole industries spring up in the quest to find it. There are focus groups to analyse the results of focus groups and computers the size of Volkswagens trying to collate and quantify the data sucked up by barcode scanners. All this in an attempt to unlock the secrets that reside in the mind of the consumer, to better understand why we willingly buy product A over product B.

## When it comes to knowing what people want in wine, you need only look into the cellars.

And it's here that wine has one great advantage over all those fast-moving consumer goods whose brand managers seem so inexplicably appealing to the recruiters at our big wine companies. Because when it comes to knowing what people want in wine, you need only look into the cellars.

And Dean Taylor is the man who holds the keys. As managing director of Wine Ark, Australia's leading provider of managed cellaring solutions, Taylor knows better than anyone what vinous treasures we're stashing away, and that's what makes the publication of Wine Ark's *Australia's 50 Most-Collected Wines* list such compelling reading.

"Every bottle is logged into inventory as it comes in," says Taylor, "so we can get a pretty

significant understanding of what's working out there in the marketplace."

And as far as sample groups go, it has to be said that the Wine Ark customer must be a statistician's dream. "Obviously, anyone who goes to the effort of investing in managed cellaring is a pretty engaged consumer," says

Taylor. "They're very aware of what's out there in the world of wine. They regularly attend tastings and are avid consumers of wine media. Their wine-buying choices are very well informed."

While much has changed since the publication of Wine Ark's last ranking in 2006, the 2009 list suggests that the more things change the more they stay the same.

It should come as no real surprise that Penfolds Grange takes top spot on the list of Australia's 50 most collected wines. It came in second to its so-called baby brother, Bin 389, in 2006, and this year the two iconic Penfolds reds have swapped spots.

The most-collected white wine in Australia

WINE-ARK POSTER AUSTRALIA'S 50 MOST-COLLECTED WINES IN THIS ISSUE

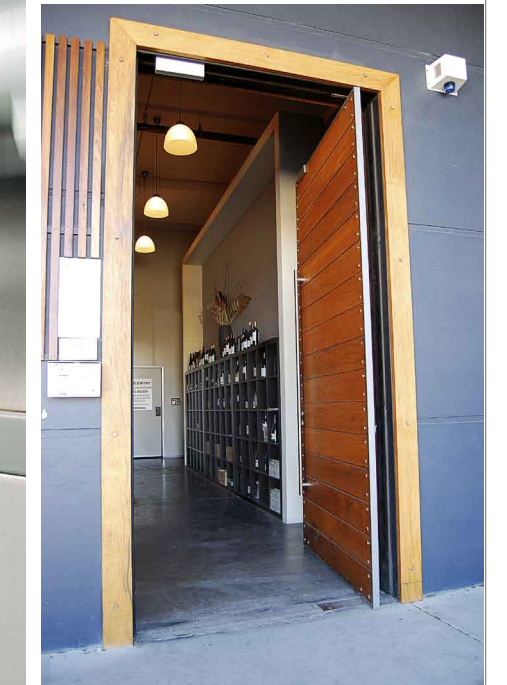
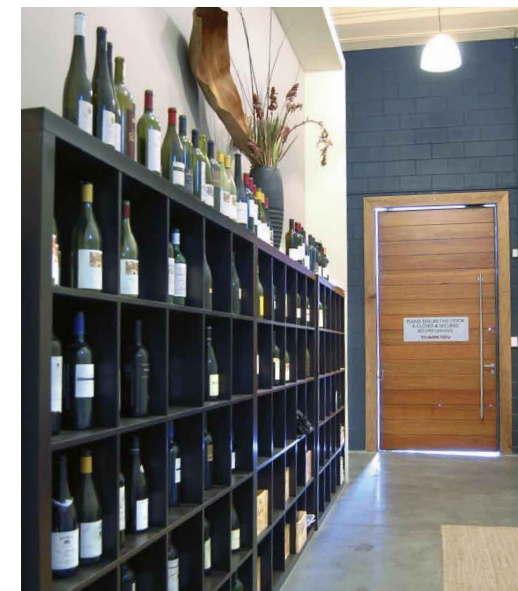
## TOP 50 MOST COLLECTED

- 1 Penfolds Bin 95 Grange Shiraz
- 2 Penfolds Bin 389 Cabernet Shiraz Blend
- 3 Lake's Folly Cabernets Cabernet Blend
- 4 Penfolds St Henri Shiraz
- 5 Moss Wood Cabernet Sauvignon
- 6 Wynns Coonawarra Estate Cabernet Sauvignon
- 7 Cullen Diana Madeline Cabernet Merlot
- 8 Rockford Basket Press Shiraz
- 9 Penfolds Bin 707 Cabernet Sauvignon
- 10 Penfolds Bin 28 Kalimna Shiraz
- 11 Leeuwin Estate Art Series Chardonnay
- 12 Petaluma Coonawarra Cabernet Merlot
- 13 Grosset Polish Hill Riesling
- 14 Mount Mary Quintet Cabernet Blend
- 15 d'Arenberg The Dead Arm Shiraz
- 16 Wynns Coonawarra Estate John Riddoch Cabernet Sauvignon
- 17 Penfolds Bin 407 Cabernet Sauvignon
- 18 Penfolds RWT Shiraz

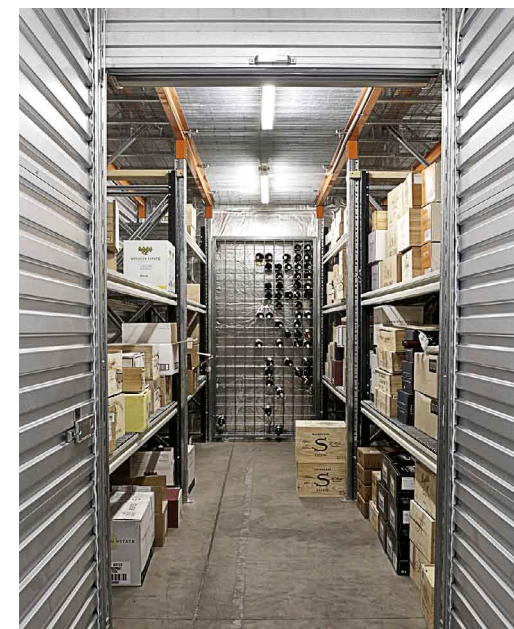
- 19 Petaluma Hanlin Hill Riesling
- 20 Jasper Hill Georgia's Paddock Shiraz
- 21 Henschke Mount Edelstone Shiraz
- 22 Clonakilla Shiraz Viognier
- 23 Dalwhinnie Moonambel Shiraz
- 24 Wynns Coonawarra Estate Michael Shiraz
- 25 Jacobs Creek St Hugo Cabernet Sauvignon
- 26 Tyrrell's Wines Vat 1 Hunter Semillon
- 27 Howard Park Cabernet Merlot
- 28 Penfolds Bin 128 Shiraz
- 29 Mount Langi Ghiran Langi Shiraz
- 30 Brokenwood Graveyard Shiraz
- 31 Grosset Springvale Watervale Riesling
- 32 Seppelt Chalambar Shiraz
- 33 Henschke Hill of Grace Shiraz
- 34 Bowen Estate Cabernet Sauvignon
- 35 Turkey Flat Shiraz

- 36 Voyager Estate Cabernet Merlot
- 37 Lindemans Limestone Ridge Shiraz Cabernet Blend
- 38 Grant Burge Meshach Shiraz
- 39 AP Birks Wendouree Shiraz
- 40 De Bortoli Noble One Botrytis Semillon
- 41 Seppelt St Peters Shiraz
- 42 Parker Coonawarra Estate Terra Rossa First Growth Cabernet
- 43 Zema Estate Cabernet Sauvignon
- 44 Giaconda Chardonnay
- 45 Dalwhinnie Moonambel Cabernet Sauvignon
- 46 Torbreck Runrig Shiraz Viognier
- 47 Hardy's Eileen Hardy Shiraz
- 48 Tyrrell's Wines Vat 9 Shiraz
- 49 Katnook Estate Cabernet Sauvignon
- 50 Yarra Yering Dry Red No 1 Cabernet Blend

PHOTOGRAPHY BY WINE ARK.



**ALADDIN'S CAVE**  
The wine storage options at Wine Ark are flexible enough to meet the demands of all sorts of collectors, from pallet loads to smaller stashes of the world's best drops. Secure, climate-controlled and easy to access, Wine Ark facilities are available right across Australia.



**WIN**  
THE TOP 12 MOST-COLLECTED WINES  
Wine Ark is offering *Gourmet Traveller WINE* readers the chance to win the top 12 wines (with a total value of almost A\$1450) on *Australia's 50 Most-Collected Wines* list.  
**TO ENTER**  
Visit [www.wine-ark.com.au](http://www.wine-ark.com.au) and tell us in 25 words or less why you would like to lay your hands on this dozen.

## WINE COMPETITION



is another heavy-hitter: the awesomely consistent Leeuwin Estate Art Series Chardonnay. But even this superstar can't break the stranglehold reds have on the Top 10 and has to settle for 11th place, closely followed by Jeff Grosset's Polish Hill Riesling in 13th, Petaluma Hanlin Hill Riesling at 19 and Tyrrell's Wines Vat 1 Hunter Semillon flying the flag for that varietal at 26.

Several wines have crashed into the Top 50, with meteoric rises. Zema Estate Cabernet Sauvignon has jumped from 86 to 43, a strong acknowledgement of its unbeatable combination of quality and value, and Torbreck has thundered in from outside the top 100 to grab a spot at 46. But the biggest riser of all is the idiosyncratic Yarra Yering Dry Red No 1, leaping 64 spots to claim the last slot in the Top 50, maybe as some kind of posthumous recognition of the life and work of the late Dr Bailey Carrodus.

But for every wine that rises, others must fall and the most notable must be the once-mighty Coonawarra Trio from Lindemans. Where, at one time, these three wines were annual must-buys, their lustre appears to have severely dimmed. While Limestone Ridge clings to then Top 50 by its terra rossa-smudged fingernails, St George and Pyrus have fallen completely.

It all boils down to being a salient tale for wine marketers everywhere. 🍷



### TOP 5 RED WINE

- 1 Penfolds Bin 95 Grange Shiraz
- 2 Penfolds Bin 389 Cabernet Shiraz Blend
- 3 Lake's Folly Cabernets Cabernet Blend
- 4 Penfolds St Henri Shiraz
- 5 Moss Wood Cabernet Sauvignon

### TOP 5 WHITE WINE

- 1 Leeuwin Estate Art Series Chardonnay
- 2 Grosset Polish Hill Riesling
- 3 Petaluma Hanlin Hill Riesling
- 4 Tyrrell's Wines Vat 1 Hunter Semillon
- 5 Grosset Springvale Watervale Riesling

### TOP 5 SHIRAZ

- 1 Penfolds Bin 95 Grange Shiraz
- 2 Penfolds St Henri Shiraz
- 3 Rockford Basket Press Shiraz
- 4 Penfolds Bin 28 Kalimna Shiraz
- 5 d'Arenberg The Dead Arm Shiraz

### TOP 5 CABERNET

- 1 Lake's Folly Cabernets Cabernet Blend
- 2 Moss Wood Cabernet Sauvignon
- 3 Wynns Coonawarra Estate Cabernet Sauvignon
- 4 Cullen Diana Madeline Cabernet Merlot
- 5 Penfolds Bin 707 Cabernet Sauvignon

### TOP 5 PINOT NOIR

- 1 Mount Mary Pinot Noir
- 2 Curly Flat Pinot Noir
- 3 Moss Wood Pinot Noir
- 4 Giaconda Pinot Noir
- 5 Stonier Reserve Pinot Noir

### TOP 5 CHARDONNAY

- 1 Leeuwin Estate Art Series Chardonnay
- 2 Giaconda Chardonnay
- 3 Lake's Folly Chardonnay
- 4 Mount Mary Chardonnay
- 5 Pierro Chardonnay

### TOP 5 RIESLING

- 1 Grosset Polish Hill Riesling
- 2 Petaluma Hanlin Hill Riesling
- 3 Grosset Springvale Watervale Riesling
- 4 Howard Park Riesling
- 5 Tim Adams Riesling

### TOP 5 SEMILLON

- 1 Tyrrell's Wines Vat 1 Hunter Semillon
- 2 Mount Pleasant Lovedale Semillon
- 3 Moss Wood Semillon
- 4 Mount Pleasant Elizabeth Semillon
- 5 Tower Estate Semillon