

Sanguine

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ESTATE

Identity Crisis- Civilisation Threatened

First of all –Don't panic! Yes, we know that everyone is telling you that but they're referring to the Global Financial Crisis where a modicum of panic is a reasonable reaction.

The reason we're preaching calm is to avoid any distress caused to our supporters when they discover we've changed the Sanguine estate labels.

You can heap blame on our wicked marketing guru friends but we think they are using their powers for good. In fact Sanguine was a name suggested by a marketing whiz for our first vintage back in 2000 and we just liked the sound of it as it was a simple reference to our red soils and red wine.

Since then, as we have immersed ourselves and grown with our winemaking dream, we have found the name Sanguine opens up a fascinating world of other allusions from ancient Greek legends to Medieval folklore.

Sanguine describes aspects of our family character and personality and , since we discovered with delight a winemaking heritage over generations of the D'Orsa family, it signifies that this passion is in the blood.

When we visited our wine mystics in their cave they judged our label was a bit too slick and commercial, downplayed the name and the shape limited our choice for new bottles. They suggested we should be more individual, proudly 'boutique', and tell the increasingly colourful story of our family and the Sanguine adventure.

So, here it is, giving greater prominence to the Sanguine name and graphically depicting four rocks from our unique Heathcote soil each representing one of the four 'humors' of Medieval medicine and the four 'elements' of Greek philosophy.

We hope to have fun telling the stories unlocked by these possibilities as we strive to make the great wines the Heathcote terroir can create.

You can get involved as well. Check in the dictionary or on the web for the meanings of Sanguine and where that can lead you. Let us know what ideas you come up with.

In the meantime check our new back labels to see where the saga has reached so far.

P.S. Watch out for our first ever Reserve release (launching early 09) celebrating our winemaking ancestor Pietro D'Orsa. We think it will be a fitting tribute.

P.P.S Can you guess which rock represents the following temperaments:

Sanguine (glass half full),

Melancholy (glass half empty),

Phlegmatic (don't care if it's half empty or half full) and

Cholerics (I'll tell you if it's half empty or half full).



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