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## **Sam Trimboli, the 'medal laden maestro', launches first Boab Tree wine in China**

Owned by the Italian-Australian Trimboli winemaking family, Boab Tree Vineyards is the culmination of more than 30 years of winemaking experience, highly successful export market development and well over 400 Australian and international trophies and medals won for fine wines.

The company was established in Griffith, New South Wales, by Chief Winemaker Sam Trimboli, who is launching his Trimboli Family Reserve Shiraz in China after nearly 20 years of success in international wine sales.

When Chief Winemaker for Riverina Estate, Sam released his first solo premium brand, Warburn Estate, into the UK market in 1995. A very enthusiastic reception and excellent sales saw the wine released in Australia in 1996, and the winery changed its own name from Riverina Estate to Warburn Estate to capitalise on this success.

Sam then jumped at the opportunity to create wines exclusively for major UK retailers, who developed enormous regard for him. As one said:

"We have been buying Sam's wines for over 15 years now and despite his quiet manner he's a master blender - with a remarkable knack for innovation. As well as introducing our hearts and palates to the blockbuster Durif grape, Sam has also done pioneering work with Montepulciano (the great grape of the Abruzzi) and is the man behind one of our most popular white wines.

"Any release from Sam Trimboli is worth a fanfare but his reds deserve a 21-gun salute. For well over a decade Sam's red and white wines have been bestsellers."

Since that time, Sam has continued to win major Australian and international awards for his wines, including the coveted 'New South Wales Wine of the Year' in 2002 for a Shiraz that was priced at just \$A14.00 a bottle. Furthermore, the wine came from the Riverina, not the Hunter Valley which had been traditionally regarded as the home of Shiraz in NSW.

But this was no one-off win. Merlot is another favourite grape of Sam's, whose wine won 'Best Merlot in the World' at the International Wine Challenge in London in 2006. He proved he was just as skilled with white wines when his Pinot Grigio won the Concordance Gold at the 2006 Indy International Wine Competition in the USA. Other international awards include:

- Gold Medal and the prestigious Barossa Trophy at the 2006 International Wine Challenge in London for Best Shiraz.
- Gold Medal in the San Francisco International Wine Competition 2005 for Best Shiraz.
- Gold Medal at VINO Ljubljana 2004 for Best Shiraz.
- 2 Gold Medals in the San Francisco International Wine Competition 2004 for Best Shiraz.
- Gold Medal in the 1<sup>o</sup> Concurso Internacional De Vinhos for Best Shiraz.
- Gold Medal in the Paris Vin Du Monde 2003 for Best Shiraz.
- Gold Medal in the China Wine Spirit Competition 2003 for Best Shiraz.
- Gold Medal in the Monde Selection Brussels 2003 for Best Shiraz.
- Gold Medal at VINO Ljubljana 2002 for Best Shiraz.

- Gold Medal at the Concours Mondial Brussels 2002 for Best Shiraz.

## **Introducing the Trimboli Family Reserve Shiraz**

The first Boab Tree wine to be released in China, Trimboli Family Reserve Shiraz is made only when the grapes and wine meet very strict quality criteria. A select parcel of grapes from family estates is late harvested, fermented at cool temperatures to protect the natural antioxidants including resveratrol, then aged for up to two to three years in French and American oak.

The resulting wine has superb ripeness, magnificent depth of colour and rich fruit flavors. It is intensely concentrated with extraordinary dimension and power. Trimboli Family Reserve Shiraz is drinking superbly now, but can be cellared under ideal conditions for another three to four years.

A very unusual aspect of this wine is its high levels of resveratrol, the naturally occurring polyphenol compound found in the skin of red grapes, other dark coloured berries, peanuts and red wine. Plants produce it as a self-defence mechanism in response to environmental stress such as adverse weather or attack by insects, bacteria, fungus or viruses.

Just as it protects plants, resveratrol is believed to have antioxidant, anti-cancer and cardio-vascular protective properties, which would explain the relatively healthy hearts of the French, despite their high intake of saturated fats and cholesterol.

As an innovative winemaker who is always searching for ways to improve winemaking techniques and wines, Sam Trimboli became interested long ago in the benefits of resveratrol and its presence in red wine. His own research showed that if grapes were fermented at lower temperatures, the resveratrol in their skins would be retained in higher amounts.

So he tried fermenting grapes at temperatures of 10 to 15 degrees Celsius instead of the usual temperatures of around 26 degrees Celsius. The lower temperatures had no impact on the quality or flavour of the wine, so Sam used an independent laboratory to test his Trimboli Family Reserve Shiraz plus a wine which had undergone normal fermentation.

The analysis showed that the Trimboli Family Reserve Shiraz contained 8.4mg of resveratrol per litre of wine, whereas the normally fermented wine had only a trace of the compound.

“I was not surprised to see that our wine had more resveratrol, but I was surprised and pleased to see it had eight times more than the wine which had undergone normal fermentation,” Sam says.

“Everyone should drink wine in moderation, but wine drinkers like to know that our Trimboli Family Reserve delivers more resveratrol and more potential health benefits than many other wines.”