

Sam Trimboli, the ‘medal-laden maestro’ launches Trimboli Family Wines

After 35 years of winemaking and viticulture experience in the NSW Riverina region, Sam Trimboli is finally launching his own consulting and winemaking business under the new Trimboli Family Wines brand.

Equally known for his award-winning winemaking skills with companies including Riverina Estate, Warburn Estate, Berton Wines and Calabria Family Wines, Sam has carved out a remarkable career as a consultant winemaker and master blender who has successfully developed proprietary brands for major international retailers including Direct Wines in the UK.

His trophy cabinet boasts around 30 international medals and 400 awards from Australian wine competitions, including the 2006 International Wine Challenge in London (Gold Medal and Barossa Trophy for a Merlot, which is one of his favourite grapes), the 2005 San Francisco International Wine Competition (best Shiraz), and a couple of trophies for his Vermentino at the 2013 Queensland Royal Wine Show commercial class, and the 2012 NSW Wine Awards.

Sam began his career at age 14, working after school and at the weekend at the then-Riverina Estate (much later, the company’s name was changed to Warburn Estate, following Sam’s highly successful international launch of wines under that brand name). He finished school, became a full-time cellar hand in 1983, was appointed Cellar Master in 1985 and then a winemaker in 1986.

He became Chief Winemaker in 1995, a position he held until working for other NSW wineries from 2011 until June 2018.

“It’s time I did my own thing”

“It’s time I did my own thing,” Sam said of his establishment of Trimboli Family Wines. “I want to make my own wines, and as a consultant I really want to share my knowledge and many years’ experience in viticulture, winemaking, cellar operations and successful brand development for buyers’ own brands.”

Sam’s expertise includes driving quality in the vineyards while controlling costs and improving returns for farmers, grower liaison, harvest management with contract growers, managing contract winemaking and bottling, increasing process productivity and reducing costs in winemaking.

He has extensive experience in running winery management systems, including new process developments.

But his first and greatest love is in creating wines from grapes linked to his Italian heritage, from those of his wife Maria’s Argentinian heritage, and from the grapes which Australia has adopted as its own.

Merlot, Durif, Montepulciano and Shiraz are his favourite, multi award-winning reds, and his Pinot Grigio and Vermentino have performed exceptionally well on the show circuit.

Sam has also made a name for himself as 'The People's Choice Winemaker' - an intuitive blender who can create quality wines at a price point for specific consumer markets.

As a major UK retailer said:

"We have been buying Sam's wines for many 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. At last count, his trophy cabinet boasted nearly 30 international medals and just shy of 400 awards in Australia. Being a true homeboy though, we find it difficult to entice Sam away from his wife, two kids and winery to pick many of these awards up! But the awards keep coming, and his fantastic wines continue to go from strength to strength."

"His reds deserve a 21-gun salute"

Describing Sam as the "medal-laden maestro Sam Trimboli with a Barossa masterclass red", the retailer said:

"Any release from Sam Trimboli is worth a fanfare but his reds deserve a 21-gun salute. For well over a decade Sam's white wines have been bestsellers. So we set him a challenge: to create a top-quality but great-value red alternative to the bigger, pricier Barossa names. The result is this sumptuous blend of premium varieties Shiraz, Cabernet and Merlot - picked from vineyards owned by some of the valley's leading independent growers. Aged in oak barrels, it has lovely spice and forest fruits on the aroma, and velvet smooth cherry and mulberry flavours, with hints of dark chocolate and soft vanilla. Best served with roast beef and all the trimmings or with rich game casseroles."

Sam's experience in winemaking, viticulture and understanding how grapes are grown and wine styles are developed in different part of the world, have enabled him to develop wines that really stand out from the rest.

"I believe that wine must run in your blood stream from an early age," he says. "Being a good winemaker is not just about knowing how to make wine. It's the relationships you cultivate with your grape growers to get the quality of grapes you need, and it's understanding your customers' desires.

"You need commitment and dedication, initiative and a strong direction, and you must be open, listen to customers and be honest in your responses."

Sam Trimboli

Trimboli Family Wines

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