

## MEDIA RELEASE

### **CELEBRATING 25 YEARS OF WINE FOR THE PEOPLE**

In October 2023 Claymore Wines' celebrates 25 years of winemaking, crafting our wine for the people, proudly delivering wine that represents the best of our beautiful part of the wine world, the Clare Valley, and our passion for those things that inspire us and bring joy to our lives.

Our labels have always had a musical connection with original wines released as 'Nocturne' and 'Duet' yet it was a true 'light-bulb' moment back in 1997 when Claymore Wines' owner, Anura Nitchingham, sat listening to Pink Floyd while savouring a McLaren Vale Shiraz - *"I have to make a Dark Side of the Moon Shiraz"*.

The powerful elegance, consistent quality and accolades this wine has attracted over 25 years makes it our enduring 'original recording' on the Claymore Wines' playlist. The Joshua Tree (Riesling) was a partner inaugural release of our 'wines that rock' back in 1998 and both labels have been released continuously for a quarter of a century.

Our modern wine range bears labelling that is a tribute to the music that moves us, in honour of the soundtrack of our lives - with more than a passing nod to the Liverpool Football Club as well; the other great passion of Claymore Wines' founder.

Over our 25 year history we have grown our portfolio of premium Clare Valley vineyards to 140 acres across 5 sites, supporting production and distribution of the Claymore playlist of wines Australia wide and internationally into over 15 export markets. We had the great privilege of officially partnering with Liverpool FC as wine marketing partner for Australia from 2015 - 2018, sharing our 'passion for great reds (both in the bottle and on the pitch). With Claymore 'you'll never walk alone'.

We are today a small team of dedicated and passionate wine people, taking great pride in sharing the Claymore wine story and delivering our wines of excellence to markets worldwide.

**25 YEARS OF  
WINE FOR  
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**CLAYMORE**  
WINES  
CLARE VALLEY

These are wines that celebrate the abundance of great things we can achieve in our very special part of the wine world by working in respectful partnership with our environment.

We are proud custodians of very old vine, dry grown Riesling, Grenache, and Chardonnay (planted from the 1930's through to the 1960's) - respectful of the unique character of the fruit from these vines and how it underpins our winemaking ethos.

Balance. Power. Elegance. Fruit purity. Regional and varietal expression.

The new release **2023 Joshua Tree Riesling** is a 100% estate grown Riesling wine blended from parcels drawn from our three Watervale Riesling sites. Low yielding, pristine fruit, harvested at optimal ripeness with all natural acid, free run juice and intuitive, gentle vinification. A true regional classic.

We invite you to share our passion, captured in the bottle, a part of the Claymore Ultimate Playlist - have you found what you're looking for?

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**About Claymore Wines:** Established in the heart of the Clare Valley in 1998, Claymore Wines is a boutique winery dedicated to producing exceptional wines that celebrate the marriage of our great passions music, football, and wine. Our portfolio draws on 140 acres of estate vineyards in the region and includes a range of varietals that capture the essence of this renowned wine region, known for its rich history and distinctive terroir.