

Metala

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ICONIC AUSTRALIAN WINE BRAND, METALA, RETURNS HOME



In exciting news for the Australian wine industry, the renowned Metala wine brand is returning to its ancestral home.

The iconic Metala brand and associated trademarks have returned to their family origins after a fifty-year hiatus involving multiple owners.

Guy Adams, who is the fifth generation vigneron of the famous Metala vineyard in South Australia's Langhorne Creek region says he's delighted to see the brand's long-awaited return.

"It's a particularly special homecoming. The vineyard that bears the Metala name was established by my ancestors in 1891 and to see a return to its birthplace is very special for our family," Guy says.

"We live on and manage the property to this day, and we can see the grapes that will go into the Metala wines from the windows of the original homestead."

"We are just so happy to once again be able to offer consumers the quality and authenticity of estate grown wine from the Metala vineyard.

"We were deeply disappointed when in 2017 the label's then owner, Treasury Wine Estates chose to no longer produce Metala as an estate label, instead sourcing fruit from other vineyards and turning away from its rich fifty-year history.

"The homecoming and relaunch of the brand means that when wine lovers buy a bottle of Metala wine they will once again be getting the original, rich and full bodied Metala fruit they've come to expect.

"Iconic brands need to remain true to their purity and history. Switching origin whilst still trading off the name and historical place, doesn't sit well with my family.

"My great-grandfather, Arthur Formby would have been turning in his grave," Guy says.

The Metala property is home to the oldest family-owned Cabernet vineyard in the world and the oldest Shiraz vineyards in Langhorne Creek.

Winner of the inaugural Jimmy Watson trophy in 1962, Metala Shiraz Cabernet remains a favourite among wine consumers sixty-years on.

"The Metala story reflects one of only a handful of Australian wines that can be traced back to our rich wine pioneering history.

"As the custodian of such a historic brand, I look forward to continuing to build its standing in the market and to handing it down through the generations to come," Guy says.

"Importantly, we look forward to putting it back on the shelves. Metala Vineyards have the scale and capacity to support our planned growth over the coming years and the 2021 vintage will be released to the market shortly, which coincidentally will coincide with the sixtieth anniversary of the inaugural Jimmy Watson Trophy we received in 1962 for our 1961 Metala Shiraz Cabernet.

"Now more than ever people are looking for provenance and authenticity in their purchases and Metala has all of that and more. Arthur will be smiling!"

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