



MEDIA RELEASE - August 2011

Australian wine icon Houghton Wines celebrates 175 innovative years

An important new page is about to be written in the history of Australia's wine industry, with iconic Western Australian winery Houghton Wines celebrating its 175th Anniversary in November 2011.

Houghton – Australia's third-oldest operating winery – was established in the Swan Valley back in 1836. The fledgling colony of Western Australia had been founded only seven years earlier, Charles Darwin was leaving Australia after his landmark voyage in the Beagle, and the Federation of Australia was still 65 years away.

The winery, founded by a syndicate of three British Army officers and named after one of its first owners, Lieutenant Colonel Richmond Houghton, started producing wine early with its first commercial vintage in 1859. Since that time, Houghton Wines has flourished under the hands of just 13 exceptional winemakers, notching up more awards than any other winery in Western Australia.

Houghton is now the tenth-largest red and white bottle brand in Australia and sources fruit from every major premium grape-growing region in Western Australia, including Gingin, Margaret River, Frankland River and Mount Barker in the Great Southern, and the emerging Pemberton region.

In Australian wine history, the Houghton brand is most recognised for the creation of Houghton White Burgundy, now known as Houghton White Classic. The fresh, soft, full-flavoured style was developed by Jack Mann, Houghton's legendary winemaker of 51 successive vintages, back in 1937. After 74 years, and despite the name change forced on it by international wine regulations, Houghton's White Classic remains one of the country's most popular white wines.

Today's custodian of Houghton's winemaking heritage is Ross Pamment, who was appointed Senior Winemaker in 2009. Ross has more than 22 years of winemaking experience, 13 of which have been at Houghton.

"The Swan Valley is one of the oldest wine regions in Australia, and Houghton has such a rich history, it's a remarkable privilege to be working at one of Australia's legendary brands," Ross said.

"We are very fortunate to have had a great vintage in Western Australia this year, which I believe is Houghton's best in a decade."

Houghton is marking its celebrations with 175th Anniversary labelling, in addition to the signature Houghton stripe, on wines released this year.

The public is invited to join the celebrations at Houghton's Swan Valley winery with a free family event on Sunday, November 13 from 11am to 4pm. Houghton will open its historic grounds to the public for a day of entertainment featuring live music, guided tours, wine tastings, historic displays, competitions and much more. A full program for the day will be announced soon.

For more on Houghton's 175th Anniversary celebrations, and its rich and colourful history, visit www.houghton-wines.com.au.

If you can't be there in November, you are always welcome at Houghton's cellar door, at its original winery in the heart of the Swan Valley, located on Dale Road, off Great Northern Highway. The cellar door can be contacted on (08) 9274 9540.

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Interviews, media kit and photography available on request, and further enquiries to:
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