



Cadenzia Crescendo

Jeni Port looks at the rebranding of a grenache.

It's a big, big ask. The winemakers of McLaren Vale want us to think of just one name when we think of grenache but it's not McLaren Vale. It's Cadenzia.

They still want us to think of McLaren Vale, but since the area produces other styles the winemakers wanted a separate name; something catchy and easy to remember, something that summed up the area's special association with grenache over the years. So why Cadenzia?

"Cadenzia is our version of the musical term 'cadenza,' where the lead soloist gets a rare chance to improvise a passage of music towards the end of the first movement of a concerto," explains Mark Bolton, marketing manager for McLaren winery d'Arenberg.

So far, six McLaren Vale producers have banded together to release one wine each vintage under the Cadenzia label.

They abide by three rules: it has to be grenache-dominant; it has to be made from 100 percent McLaren Vale fruit; and it has to go before an independent tasting panel for final approval before release. So far, no wine has failed the taste test.

Acceptance of the Cadenzia name has been slowly evolving over the past four years.

Today, the six main players are d'Arenberg, Dog Ridge, Gentree, Oliver's Taranga, Tapestry and Yangarra.

Few regions in Australia, with the possible exception of the Barossa Valley, grow as much premium grenache as McLaren Vale. It has 423 hectares planted in 164 vineyards. It's been grown there for about 100 years.

Each maker has approached its Cadenzia in a different way, some blend, some keep the variety pure. To keep consumer interest in the concept it would be nice to see greater experimentation each year.

Yangarra Estate 2006 Cadenzia Grenache Shiraz Mourvedre (\$28)

This is a warm and familiar Vale grenache style. Earthy, spicy scent with rich black fruits dominate with sweet, dense fruit on the palate and a touch of lolly, liquorice, spice on the finish.

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