



# Cellar Door Exclusive

# Picpoul d'Alecia 2024



## The Wine

At Maxwell, employees reaching their 5-year milestone can create their own wine, no questions asked, as long as it's commercially viable. They work with the winemaking and sales and marketing teams to bring it from vineyard to market.

Alecia Cozens, our amazing Wine Admin Coordinator, chose to make a Picpoul, inspired by a wedding anniversary lunch where she enjoyed Picpoul with crispy white bait at the Star of Greece in Port Willunga. Originating from Languedoc's Pinet, this Picpoul was nicknamed "Picpoul d'Alecia" among the cellar team—and that name stuck.

## Vintage Conditions

The September 23/24 season began with a wet and windy spring, continuing rain into summer that saturated soil moisture levels. A precise approach to our spray program prevented any disease issues. February and March provided perfect conditions, with mild days and nights allowing fruit to ripen beautifully. Vintage started in mid-February, with the majority of blocks harvested in March, marking a return to the new norm.

We saw below-average yields in most varieties and aided by the vigour from a wet spring, the vines achieved ideal maturity. A short heat wave lasting three days at 37 degrees brought the harvest to a peak with our last grapes being picked in the third week of March. Overall, the season has provided white wines with good acidity and flavour, and an elegance in the reds.

## Colour & Aroma

Pale straw, bright. Jasmine florals, citrus blossom, pear. Subtle hints of minerality.

## Palate

Vivid, bright and refreshing. Lashings of lemon citrus, green apple tart, with lively acidity giving great length. Lovely back palate of lemon balm with a saline edge. Drink young and chilled.

## Pairing

Crispy Whitebait

## Technical Notes

| Varietal Composition   | Region (GI)  | Alcohol       |
|--|--|---------------|
| Picpoul 100%   | Currency Creek   | 12% Alc./Vol. |
| Residual Sugar   | TA   | pH            |
| 2.7g/L   | 6.65g/L  | 3.19          |
| Winemaker  | Winemaking Notes   |               |
| Kate Petering<br>Mark Maxwell<br>Alecia Cozens<br>(Honorary Winemaker) | Grapes cold pressed after a cool night harvest. Pressed to retain fresh and bright characters, leaving FR and pressings separate. Cellar for 2-3 years, drink young. |               |