

Lilypilly 2009 Red Velvet®

Region : Leeton Australia

Alcohol : 11.0%, 750ml

Style : Rosé

Notes: Fragrant strawberry aromatics. Luscious boysenberry and cherry flavours combined into a exotic velvet smooth finish. Delicate and awesomely refreshing.

THE RED VELVET STORY

Robert Fiumara first bucked winemaking tradition in 1982, when Tramillon® — a blend of traminer and semillon — won a gold medal and trophy at the Royal Sydney Wine Show.

Robert's next venture outside the winemaking mainstream of the day came in 1985, when he and his brother Mick, who passed away in 1987, discussed the possibility of making a lighter-style, slightly sweet, soft red that could be enjoyed chilled as a fresh, young wine.

"There are plenty of these sorts of reds around now, but in 1985 it was quite a radical move, both in terms of the marketplace and the technology required to produce it," said Robert.

"Bottling a red with residual sweetness and no malolactic fermentation was risky, but we felt that rigorous cellar hygiene and innovations such as sterile filtration would allow us to bypass the flavour-numbing pasteurisation previously required for this sort of wine," said Robert.

"We decided to make the wine by using a blend of red varieties we had in our experimental block and Lilypilly Red Velvet® became an instant hit."

That same blend of merlot, carignane, ruby cabernet, zinfandel, st magaire, tarrango, durif, touriga, mondeuse, chambourcin, malbec and cabernet sauvignon has remained the basis of Red Velvet® for 22 years.

"It's everything I expect from Red Velvet® — enticingly aromatic, flavoursome on the palate and crisply fresh on the finish," said Robert.

