



THE POTTS FAMILY  
**BLEASDALE**  
EST 1850



**THE BLEASDALE STORY**  
NOVEMBER 2025



To mark our 175th anniversary we commissioned a bespoke iron and red gum gate to safely house our museum wines in the old cellar. The gate tells the story of Frank Potts and Bleasdale and uses wood from the original red gum vats.

*There's a story in every glass*

Celebrating 175 year in 2025



# Celebrating 175 years

Leigh Warren  
General Manager, Bleasdale Vineyards



**I've always been captivated by the story of Frank Potts, our founder. I sincerely hope that one day a filmmaker stumbles across his story – because it's the greatest untold story in the Australian wine industry. You simply can't do justice to the story of Frank Potts in a few minutes at a dinner or event. His legacy is too rich for that.**

**Celebrating 175 years** since Bleasdale was founded by Frank, I thought I'd take this opportunity to not just reflect on our great past, but on **where we are today and where we are going.**

Born in 1815 in Hounslow, England, Frank Potts was a thinker, builder, and visionary – **a true pioneer** who laid foundations far greater than himself. As the current custodians of Bleasdale, it is our privilege and responsibility to carry forward the legacy he began **six generations ago.**

When I joined Bleasdale about eight years ago, I felt like I'd stumbled upon a **"pot of gold"** – a great brand, steeped in history, with enormous untapped potential. There was already a loyal, dedicated team in place and a winemaking crew achieving remarkable national success. Our Board, too, has always been forward-thinking and supportive – a combination that's allowed us to **keep building on Bleasdale's incredible foundations.**

## Where We Are Today

Our region's unique microclimate remains one of our greatest strengths. Sitting on a **fertile floodplain**, our vineyards are cooled each afternoon by breezes drifting over **Lake Alexandrina**, allowing for even ripening and fresh, vibrant fruit. We harvest a little earlier to capture that natural freshness and we only use French Oak, carefully – just enough to add depth without taking over.

The quality of our fruit is so good, we don't want to hide it behind too much oak or winemaking influence. Our vineyard and winery teams have a great feel for this. Our wines are **medium-bodied, fruit-driven, and beautifully balanced** – a reflection of our estate's fertile soil and the desirable growing conditions.

## Raising the Bar (and the Glass)

Elevating Bleasdale's brand has been a major focus in recent years. As the official wine partner for the **South Australian Cricket Association (SACA)**, **Melbourne Football Club**, **Football SA**, and the **Adelaide 36ers** Basketball, we're proud to see our wines enjoyed across multiple sporting codes.



**Australian Cricketer Travis Head with his new wine range created in collaboration with Bleasdale at the Cellar Door with a photo of avid amateur cricketer Frank Potts 2nd in the background, who's photo graces our 'Second Innings' Malbec label today.**

These partnerships have expanded our reach, strengthened our visibility, and placed Bleasdale firmly in the spotlight of **premium South Australian wine.**

On a slightly smaller scale, we love sponsoring all of our local clubs as well. **Langhorne Creek** is a small town with a thriving sports community, listing many Potts descendants as players over the decades.

Several years ago, Bleasdale joined with **Zoos SA** as part of the **Grapes for Good** initiative. Through this, we support **Monarto Safari Park's** conservation of the African plains in the hopes of reversing its population decline. We also work with 3 local wineries to deliver the **Grapes for Good Trail** that winds its way through Langhorne Creek. It also gives us an excuse to visit the beautiful Park and watch the animals interact with each other.

And yes – as a self-confessed cricket tragic – I'm especially thrilled about our **Travis Head Wines by Bleasdale collaboration.** These wines are fantastic, versatile, and perfect for all occasions (even for those who don't follow cricket). I am sure Trav won't mind





Front page stories  
50 years apart,  
both celebrating  
cricket and  
Bleasdale!

me sharing this story, I was standing next to him whilst the **Travis Head by Bleasdale** 'The Hill' Chardonnay was coming off our bottling line, Trav sent a photo of the bottles to another Australian Cricketer, Mitch Marsh, who texted him back straight away with his address.

Bleasdale has had a long affiliation with the game of cricket. **Frank Potts 2nd** (whom took over the winery from his father upon Frank Potts 1st death on 15th December 1890) fittingly has a wine named after him '**Second Innings**' Malbec. The **4th generation** proprietor, **John Potts** was featured on the front page of 'The Advertiser' back on the 27th January, 1975.

It may sound a strange that a small family owned winery from Langhorne Creek has found itself on the front page of **South Australia's main newspaper** twice for cricket related activity – albeit **50 years apart**.

## Looking Ahead

Sustainability continues to be a key focus. This year, we were delighted to achieve **Sustainable Winegrowing Australia accreditation** for both our winery and vineyards – a milestone we're incredibly proud of.

Sustainable Winegrowing Australia is Australia's national program for grapegrowers and winemakers to demonstrate and continuously improve their sustainability in the vineyard and winery through the environmental, social and economic aspects of their businesses.

The program takes a holistic approach to managing, supporting and promoting sustainability. It is administered by the **Australian Wine Research Institute** with governance, endorsement and active support from **Australian Grape & Wine** and **Wine Australia**. These three organisations form a joint steering committee to oversee the program, with agreed activities set out in an Annual Operating Plan.

**Sustainable Winegrowing Australia** is modeled on global best practices and aligned to the **United Nations Sustainable Development Goals**, with progress towards these monitored annually.

## Celebrating a milestone year

As we wrap up our **175th birthday year**, it's also worth celebrating our connection with **Australian wine legend Wolf Blass**, who recently gifted his **Port Solera system** to Bleasdale. Wolf worked with us in the 1960s and has maintained a close friendship ever since – winning three consecutive **Jimmy Watson trophies** in the 1970s with **Langhorne Creek fruit**. He knew the secret well before most!



Pictured: **Brian Walsh** from the **Wolf Blass Foundation** with **Wolf Blass** (Centre) **Leigh Warren** in front of the **Solera system** Wolf gifted Bleasdale.



In April this year the multiple generations of Potts family members, from near and far, gathered at **Bleasdale** to celebrate this incredible milestone. Bleasdale is the second oldest family-owned winery in South Australia. Pictured above are some of the family members who work here today. On the left is **Teresa Tanner**, cellar door host, board-member **Helen Scutchings**, **Trevor Potts** who works in the winery, mainly with our fortified wines and Bleasdale's Brand Ambassador, **Robert Potts** – all from the **5th generation**. On the far right is **Damen Micheltmore**, representing the **6th generation** of Potts family members. Damen also hosts in Cellar Door. You can meet him and Teresa most days. If you are lucky, they might take you on a personalised tour of the old winery and share their own stories with you.





A double rainbow shines over our newly accredited sustainable vineyards

## My Christmas Day 2025 Wine & Food Pairing - Leigh Warren

### Brunch:

Like every Christmas morning in recent memory, I'll be firing up the BBQ for egg and bacon rolls ritual, paired with our **Bleasdale Non-Vintage Sparkling Shiraz**. There's no better way to start Christmas day.

### Lunch:

We're heading to my niece's in Strathalbyn, where fresh prawns will take centre stage. I'll be pouring our new release **2025 Adelaide Hills Riesling** – crisp, refreshing, and perfect with seafood on a warm (hopefully) summer's afternoon.

### Dinner:

The day will finish at my mother-in-law's, where the Weber BBQ will be working overtime with turkey, lamb, and beef. I can't go past our **2023 'Second Innings' Malbec** right now – it's singing with blue fruits and vibrant energy, the perfect finale to a day of food, family, and good company.

---

## A Moment in Time: Coming Soon!

We're excited to share that a **documentary** capturing **the first 175 years of Bleasdale** is in the final stages of production with the first showing to family and staff in the coming week. This special documentary will take you on a journey through our rich history, people and legacy, complete with a reenactment of the **Old Red Gum Press** in action.



Leigh's Christmas wine recommendations

# Behind the Scenes of Export Support

**Denisha Bormann**

Administration & Export Logistics Coordinator



**Pictured: Denisha takes flight across Lake Alexandrina and the vineyards with Fabienne and Marie from Jacques**

Lately, our focus has been on strengthening our existing export markets and exploring new opportunities for growth. We currently export to a wide range of countries including China, Hong Kong, Indonesia, Switzerland, Thailand, New Zealand, the UK, Canada, Germany, Vietnam, Japan, Fiji, Malaysia, Singapore, and Poland. We are also hoping to expand our presence in Singapore and the UK as well as breaking into new markets, such as Korea. Recently we have been seeking opportunities to get our wines on **international airlines** as this is fantastic for **brand visibility** and **high-volume sales**.

The team has been busy traveling this year to connect with our export partners. **Nicole Brasier**, our **Senior Winemaker**, hosted a wine dinner in **Fiji** and has just returned from a trip to **Vietnam**. **Nick Wyndham**, our **Sales Manager**, attended a trade event in the United Kingdom. **Brand Ambassador, Robert Potts**, recently took a trip to Canada and Leigh, our **General Manager**, went to visit our importer in Thailand to introduce their team to our brand and expand the selection of wines ranged.

We have been excited earlier this year to host buyers from our **German importer, Jacques**, with a visit to our winery in May. Hosting our importers is always a highlight, as it gives them a chance to **experience firsthand** what makes Bleasdale so special. It is a valuable opportunity to strengthen customer relationships and expand their connection with our brand.

Much of our work involves lots and lots of emails! Due to the time differences, this is one of the most effective ways of communicating. **Keeping in touch with all of our importers is incredibly important** so that Bleasdale remains front of mind when they are looking to buy. We're also actively involved in **submitting tenders** to showcase our wines for various buying opportunities. This process can be detailed and competitive but as Leigh always says **"You have to be in it to win it!"**



**Nicole's visits to Vietnam (above) and Fiji (right)**



## What's been happening in the winery?

Our winemaking team lead by **Nicole Brasier** and **Sam Rowlands** (above) have completed blending for all our **2024 Vintage reds** and small bottlings of each have taken place. All 2025 reds have finished Malolactic Fermentation and are happily tucked away in barrel for the next 6-9 months. Each time a parcel completes this secondary fermentation, the barrels are pulled out and every single barrel is tasted and tested. This is where the winemakers select their **'best of the best' barrels** for our **Prestige Range**. Favourites this vintage have been the Cabernet Sauvignon and Malbec which means that we will be blessed with a new vintage of the **Single Vineyard Malbecs** – the 2024 vintages of The Riparian, Mullianna and the Reed Patch will all be released early 2026. One stand out this vintage has been the **Grenache** which will come under a new label we are developing of **alternative and sustainable wines** called **'Stories'**.

Our 2025 whites are displaying lovely line and length. Our **Adelaide Hills Chardonnay** showed such high calibre in the vineyard this year that we are adding a **Single Vineyard Adelaide Hills Chardonnay** to the Adelaide Hills range. These parcels are sitting on lees in barrel as they work to enhance their body, texture and oak aromas. Selection and blending of these parcels has begun with the Single Vineyard Chardonnay being bottled early in 2026 for release mid-way through the year.

The winery has recently purchased two concrete **amphoras** orders in time for our **Vintage 2026** white wines. In particular these will be used with Fiano and Verdelho for our new **'Stories'** range as well as Chardonnay and a small parcel of Malbec to offer a textural component that isn't oak derived.



**As a part of our continual improvements to our winery we have purchased two amphoras ready for our Vintage 2026 wines.**





Monarto Safari Resort brings luxury accommodation to our region

## Tourism and our region

### Luxury Accommodation on our doorstep

Earlier this year we saw the opening of the **Monarto Safari Resort** adding a suite of luxury accommodation to our region. The Resort provides expansive vistas across the Mallee Plains in the Murray River Lakes, & Coorong tourism region of which we are a part of, offering unique access to the new Wild Africa precinct of Monarto Safari Park. Guests will be able to view native and exotic animals within metres of the resort and experience some of the World's most iconic endangered species, such as southern white rhinoceros, cheetah, hippopotamus, zebra and giraffes.

Bleasdale is a part of the **Grapes for Good** initiative supporting conservation of the African Plains in partnership with Monarto Safari Park. Thanks to this partnership the Resort is proudly serving our **Blanc de Blancs** on the **Sunset Wildlife Safari** tour, taking guests on a behind the scenes look at the Safari Park after hours, giving you the opportunity to observe and photograph the free-roaming animals which include Zebra, Giraffe, Oryx, Southern White Rhino, Cheetah and more. You are also able to enjoy Bleasdale wines in the Resort's bar and acclaimed restaurant.

The luxury resort features 78 hotel guest rooms and 20 luxury tents in the safari lodge, a world-class spa, two swimming pools as well as conference, function and restaurant spaces. Perfectly suited for families, couples and adventure seekers, guests will be able to unwind in luxury while being surrounded by stunning wildlife. All of this is situated in close proximity, down the road from Bleasdale.



**The incredible sites of the Sunset Safari Tour where you can enjoy Bleasdale Blanc de Blancs as you stop to soak in the sites.**



### Langhorne Creek Discovery Trail

After years of planning and collaboration, the Australian Government has awarded Alexandrina Council a \$7 million grant to bring the **Langhorne Creek Discovery Trail** to life.

The project is a **2.8-kilometre shared-use trail**, weaving through historic vineyards and scenic green spaces. The multi-use walking and cycling path will wind from the corner of Kent Town Road and Langhorne Creek Road near Bremerton Wines, through Memorial Park, Frank Potts Reserve, and finish at **Bleasdale**.

The Discovery Trail was co-designed by **Langhorne Creek Grape and Wine Association**, the **Langhorne Creek Hub**, and the **Ngarrindjeri Aboriginal Corporation**. The trail will celebrate the region's unique culture, history, and landscapes.

The 2.8km discovery trail will be one of **Langhorne Creek's** hero attractions, connecting the region and unlocking opportunities. By bringing increased visitation, and dispersing tourists around the region, the project will support events, environmentally sensitive tourism, and immersive experiences with intergenerational and innovative producers. Langhorne Creek's cellar doors, especially Bleasdale, punch well above their weight in their importance to the state's economy; the **Langhorne Creek Discovery Trail** will unlock this economic potential for the benefit of the whole region.



# Refreshing and Re-imagining

## A refresh rather than a rebrand of the Bleasdale range

Kate Mooney, Marketing Manager

Earlier this year we undertook a review of our entire range of wines with the aim of streamlining and strengthening our overall brand presence and recognition. As a result you may have noticed some changes in our labels as we change over to the new vintages. The solution was to **refresh** our labels rather than completely redesign them. We have simplified all our branding elements and strengthened the fonts we have used for better shelf presence and brand identity. This has been a massive project with all areas of the company involved in one way or another.

We have also introduced a new wine this year in honor of our **175th anniversary** heroing our most important grape varietal – Malbec. The wine is the **‘Mainsail’ Malbec** with the first wine released under that label being the 2022 vintage. The 2022 ‘Mainsail’ is a barrel selection of the best parcels of Malbec from selected vineyards. The wine will only be made in small quantities in exceptional years and it is the ultimate expression of Malbec from Bleasdale. The 2022 vintage was certainly one of these standout vintages.

The last of the label changes are being rolled out now, just in time for the festive season. The **Blanc de Blancs** has seen one of the largest changes, moving to a more sophisticated black and rose gold label. Rose gold has become a feature of our branding and can be seen on our refreshed **Heritage** and **Generations** ranges. With our Heritage Range wines we have increased the sizes of our iconic historical family photos and have added the story behind each photo to the back of the label, so everyone can enjoy the stories behind the labels.

The stories behind our labels, the Potts family history and Bleasdale’s story are very important to us. The authenticity flows through to everything we do, especially into the quality of our wines. **‘There’s a story in every glass’** is the catchphrase of Bleasdale, encapsulating everything we do. Real people, real stories, real wine. To us, heritage is all about family, fun and foibles. Our Heritage range pays tribute to some of the people, places and pursuits that have richly coloured Bleasdale’s legacy. This phrase is a key element of our branding and can now be seen on the majority of our labels.

The stories of **Bleasdale** have led to the creation of our new range **‘Stories’**. With this new range we are showcasing wines made from varieties that are ideally suited to **Langhorne Creek’s** climate for better **sustainability**. The wines are being crafted in a lighter and more vibrant style. Each label features the red gum blossom which are such an important part of the Bleasdale story with river red gums naturally growing in abundance throughout our vineyards. It was these very trees that Frank used to build his home and the winery including the **old vats** and massive **red gum press** you can still see today when you visit our historic winery. The ‘Stories’ range brings a modern style to traditional varieties and some new and emerging varieties.



Just some of our newly refreshed wine labels



## From the Archives

In 1966 a 3 year old Robert Potts was photographed for the local papers shoveling the marc in the Bleasdale winery. Being a family-owned business, and living on the same property as the winery, you were never too young to start working!

*There's a story in every glass*