

NELDNER ROAD

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**Embargoed until 6am 19th October 2021 ADST
(Australian Daylight Savings Time).**

Dave Powell's "vintage of the century" to be sold via NFT

19 October, 2021 (Marananga): Celebrated winemaker Dave Powell will be the first vintner in the world to sell an entire vintage by NFT this month, when he puts his 2021 single-vineyard vintage wines under the virtual hammer on [OpenSea](#), under his new brand [Neldner Road](#).

Powell, founder of Torbreck and more recently Powell & Son, said the decision to sell the vintage this way made sense as the wine world struggled with COVID and geopolitics.

"I've always liked to try new things and when I found out about NFTs, it seemed to fit well with wine," he said. "This reminds me of how wines are sold in Bordeaux through their en primeur system, which has been in operation for over a century. Like en primeur, people who purchase an NFT could be at an advantage over the normal wine buyer, who will pay full retail price once the wine hits the open market. Like en primeur, NFTs guarantee provenance, which is great, but it's more about bringing my wines to a new audience who I think will be interested in what we're doing. Like the more 'traditional' NFT products, our wine is rare – just 100 barrels; it's unique – every vintage is different; and it's the original collectible – the oldest personal wine collection we know of dates back nearly 4,000 years."

NFTs + one-of-a-kind experiences

Powell has emulated parts of the ultra-luxury wine auctions like the Naples Winter Wine Festival and the Napa Wine Auction, and included within the NFTs a package of one-of-a-kind experiences to complement the wines, such as:

- Working a day's vintage with Dave and his crew plus dinner together
- The barrel bottled into personalised wine bottles for an individual or corporate entity
- Wine cellared by Neldner Road
- Barrel head with personalised plaque as a keepsake

Some barrels also come with a hologram of the barrel for owners to display at home, and there are one-of-a-kind travel and hospitality experiences with Dave at his home for buyers who buy multiple NFTs or the entire vintage (see over).

The Barossa's best vintage in living memory

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Powell rebranded his internationally renowned Barossa Valley wines as [Neldner Road](#) this year, in recognition of the “sense of place” that is the heart of his life’s work in the winery.

“These vineyards are some of the oldest in the world – older than the famous Bordeaux vineyards in France¹,” he said.

“Over the last 100+ growing seasons they have developed their own rich, complex characters, which are reflected in each wine. It’s taken me 40 years of working here in the Barossa to find these vineyards, work with the owners to rejuvenate and maintain them, and finally create these wines which are the best of my career.”

The 2021 vintage has been called out by many Barossa winemakers as the best in living memory. “I’ve waited more than four decades to be in the right place at the right time,” Powell jokes. “I feel extraordinarily privileged to have secured the very best grapes from some of the most exceptional vineyards in the Barossa, even before we knew how spectacular 2021 was going to be. The confluence of climatic conditions that lead up to the vintage I feel will never be repeated again, and hence have resulted in fruit that is simply the best I’ve ever seen – and I think these wines may well be the best I ever make.”

For interviews with Dave Powell:

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About the NFTs

101 Neldner Road NFTs will be listed on [OpenSea](#) for auction. The auction will begin on 19 October 2021.

These 101 NFTs consist of one fixed-price NFT for the entire vintage (all 100 barrels), along with 100 individual NFTs, each representing a single barrel (225L). If the full vintage (NFT#1) is purchased before the auction finishes, the remaining NFTs will be burned.

Particular barrels or multiples may be made available by private treaty for buyers unable or unwilling to use [OpenSea](#) – to apply, email sales@neldnerroad.com.au.

All NFTs have the following inclusions as standard:

- Digital artwork of your individual barrel head with personalised brass plaque

¹ The oldest vineyards in the Barossa Valley were planted with imported European vines before the Great Wine Blight of the late 1800s – caused by an aphid called phylloxera – destroyed all but a few tiny pockets of Europe’s vineyards. Thus, Australia boasts some of the oldest ‘first growth’ vines in the world.

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- Cellaring of your barrel by Neldner Road Vintners in the Barossa Valley, South Australia
- Bottling of your barrel of wine into your choice of bottle formats
- Personalised wine labels for your bottles of wine
- Cellaring of your wine until you're ready for us to ship it to you²
- After bottling, your physical barrel head with personalised brass plaque, mailed to you to keep
- The opportunity to work a day during vintage with Dave and his team, making Neldner Road wine, plus dinner with the team afterwards (travel and accommodation at your own expense).

NFT #1

Purchase the entire vintage – all 100 barrels. It also includes:

- The opportunity to host a special event in the Barossa Valley for yourself and 19 friends. Enjoy dinner cooked by celebrated Australian chef Tetsuya Wakuda³; your own wine, and a night of tales and frivolity with Dave, whose hospitality is globally renowned. Visit Dave's place and all the single vineyards; meet Dave's dogs and chooks; and explore the Barossa Valley with Dave as your personal guide.
- This option includes 20 return business class airfares from any major city in the world to Sydney, Australia^{4 5} and on to Adelaide⁶.
- Return transfers to the Barossa Valley⁷
- Accommodation in Sydney and the Barossa Valley⁸
- A state-of-the-art hologram from [Voxon](#) of your barrel for you to display at home
- All other standard inclusions

NFTs #2 – 21

- One barrel – 225L – of the [Kraehe Shiraz](#), equal to 300 standard 750ml bottles
- All standard inclusions, plus
- A state-of-the-art hologram from [Voxon](#) of your barrel for you to display at home
- Magnums of your single-vineyard wine from previous vintages 2016-2020⁹

² Excluding duties and taxes outside Australia.

³ Subject to availability. Any substitution will be made at the discretion of Neldner Road Vintners.

⁴ 20 business class airfares with Qantas, with departure from each guest's closest major city from which Qantas flies to Sydney. Travel to the departure point from guest's place of residence is at their own cost.

⁵ 20 return road transfers from Sydney airport to Sydney accommodation.

⁶ 20 return economy class airfares from Sydney to Adelaide. All flights subject to Qantas terms of carriage.

⁷ 20 return road transfers from Adelaide airport to the Barossa Valley.

⁸ Accommodation at [The Park Hyatt, Sydney](#) and [The Louise, Marananga, Barossa Valley](#) in 10 standard double or twin share rooms. Breakfast, lunch and dinner daily are included. Any ancillary costs are at guest's expense.

⁹ Previous vintages bottled under the Powell and Son label.

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NFTs #22 - 41

- One barrel – 225L – of the [Steinert Shiraz](#), equal to 300 standard 750ml bottles
- All standard inclusions, plus
- A state-of-the-art hologram from [Voxon](#) of your barrel for you to display at home
- Magnums of your single-vineyard wine from previous vintages 2016-2020

NFTs #42 - 49

- One barrel – 225L – of the [Brennecke Grenache](#), equal to 300 standard 750ml bottles
- All standard inclusions.

NFTs #50 - 57

- One barrel – 225L – of the [Kleinig Mataro](#), equal to 300 standard 750ml bottles
- All standard inclusions.

NFTs #58 - 79

- One barrel – 225L – of the [Hermann Shiraz](#), equal to 300 standard 750ml bottles
- All standard inclusions.

NFTs #80 - 101

- One barrel – 225L – of the [Loechel Shiraz](#), equal to 300 standard 750ml bottles
- All standard inclusions.

If you buy multiple NFTs:

\$1M opportunity:

- Anyone who purchases NFTs to the value of AUD\$1M or more will get a 'My place or your yours' experience with Dave. This means either Dave will come to you, anywhere in the world, and host a dinner party with some of your wine. Or, two people can come to the Barossa Valley and stay at Dave's house, and he will cook dinner for you to enjoy with some of your wine.
- This option includes two return business class airfares from any major city in the world.^{10 11 12}

¹⁰ Two business class airfares with Qantas, with departure from each guest's closest major city from which Qantas flies to Sydney. Travel to the departure point from guest's place of residence is at their own cost.

¹¹ Two return economy class airfares from Sydney to Adelaide. All flights subject to Qantas terms of carriage.

¹² Two nights' accommodation at [The Park Hyatt, Sydney](#) in one standard double or twin share room. Breakfast, lunch and dinner daily are included. Any ancillary costs are at guest's expense.

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- A state-of-the-art hologram from [Voxon](#) of your barrel for you to display at home
- All other standard inclusions

About the wines

The six wines are all named for the families who planted the vineyards from which they come – many of whom still farm them to this day. They are:

Steinert Shiraz

The Steinert vineyard is situated in the high hills of the Eden's Flaxman's Valley and contains some of the most prized and ancient vines of the Barossa. These historic, dry-grown, rod and spur pruned vines have now past 120 years of age. The Steinert family still own the vineyard to this day.

The vineyard slopes provide an East to North-Easterly exposure and the soil consists of dark quartzitic loam. The Steinert vineyard, for many years, has provided the backbone for famous wines of the Barossa, though until now has never had the opportunity to produce a wine on its own to show its true character.

The 480 metre altitude and North-Easterly exposure allow the vines to experience a very long and cool ripening period, producing fruit with outstanding accumulation of complex flavours and elegant, powerful tannins. Steinert fruit is hand-picked from the five-acre vineyard in three separate passes. It is then fermented using traditional open-top concrete vats and pump overs. Once fermented, the wine is racked, and the skins are basket pressed slowly to encourage gentle extraction of tannin. The wine is then transferred to new Dominique Laurent barriques for wild malolactic fermentation followed by 18-24 months oak maturation before bottling without fining or filtration.

Kraehe Shiraz

The Kraehe family arrived in the Barossa Valley in the middle of the 19th century. Though the family has all but left their original home on the slopes of Marananga, many of their vineyard plantings live on today.

The oldest vines on the Kraehe property are now over 100 years old. The wine produced from these centurion vines now makes a single vineyard wine of its own, named after an iconic Barossa family.

The Kraehe vineyard is at 235 metres altitude and planted to a gentle Eastern exposure on Marananga's ironstone ridge. Its soils are red, ironstone-rich clays. The vineyard is East-West trellised and rod and spur pruned.

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The wine is aged two years in Dominique Laurent 'Magic Casks'. The Kraehe vineyard is lucky to be one of the few producers outside of France that have an allocation of the barrels. These provide a very long and consistent oxidation throughout maturation and slow oak character integration into the wine.

The shiraz produced from this vineyard is the epitome of the world-renowned style that is Barossa Valley shiraz. The wine is rich and generous in fruit: plum, dark cherry and blackberry. It provides a deep, dark svelte tannin backbone and mouth-coating palate. The wine stands alone in intensity, opulence, and concentration of flavour.

It is a style unique to the world of wine – the style that put Australian wine in the realm of global fine wine – and a style of which we are truly proud to be one of its custodians.

Kleinig Mataro

The Kleinig vineyard boasts a clone of mataro, known locally as the great original Mataro clone. This historic vine was brought over from Europe two centuries ago, before the spread of Phylloxera decimated Europe's aged vines. Many of the renowned mataro vineyards throughout the Barossa have been planted from cuttings of this original clone, as was the old vine Mataro vineyard in Ebenezer.

Ebenezer is an ideal sub-region for producing mataro wines. The combination of its red clay and ironstone outcrops as well as highly alkaline calcareous subsoils allow for great intensity of flavours, while maintaining high natural acidity and vibrancy and a strong backbone of mouth-puckering tannins that mataro is known for.

This wine draws inspiration from the great wines of Bandol in South-Western France, in which the greatest wines are produced solely from mataro. The wines are wild, gamey and spicy. While having great intensity of flavours, the palate maintains its freshness with high natural acid and assertive tannins.

Brennecke Grenache

The Brennecke Vineyard is located on the North-Western corner in the Seppeltsfield district of the Barossa Valley. The vines were planted at the turn of the twentieth century, in 1901. Today, Marilyn Homes is the custodian of the vineyard, her maiden name being Brennecke.

Dave has been working with this vineyard, and with Marilyn, since 1992. The Brennecke vines are dry grown and pruned by the bush vine method. The vines experience a steep South-Easterly slope and grow in heavy red clay, over limestone subsoils. These factors together allow the fruit to accumulate a high phenolic content at ripeness, which translate to tremendous palate structure and tannin backbone in the wine.

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Dave believes that very few grenache vineyards have the potential to produce a single varietal grenache wine. In fact, only some grenache vineyards can deliver structure and age-ability. After decades of working with many of the great grenache vineyards of the Barossa, Dave believes the Brennecke vineyard to be unique and unrivalled in the style of grenache wine that it produces.

Having such deep structure, the resulting wine from this site has the unique ability, for a grenache, to be matured for 24 months in new Tronçais French oak barriques.

Loechel Shiraz

The Loechel Shiraz is sourced from a single vineyard at the Southern tip of the Eden Valley township. It was planted half a century ago by the Loechel family to granitic loam, at 440 metres altitude. Today the vineyard is owned by Dave's dearest friends in life, Eva and Paul Breen who has been his best mate for 56 years!

The vineyard is planted on a steep Easterly aspect with high drainage and low yields, resulting in concentrated fruit and rich, complex wines. Underneath the vineyard is a deep vein of granite which gives the resulting wines great structure and backbone with huge potential for aging.

Hermann Shiraz

The Hermann vineyard is located in the Kalimna subregion in the NorthWestern Barossa. These 85-year-old plantings were slated to be grubbed out as the big company the Hermann brothers were selling to at the time, told them that the fruit was not of a high enough quality to justify a price which would encourage the boys to keep farming it. We got wind of this several years ago and approached the brothers to let us acquire some of the fruit to test this out.

The Kalimna subregion consists of yellow to grey clays over limestone and typically produces fruit with lifted aromatics without being over the top like its Northern neighbour for shiraz.

It came as no surprise to us that the fruit produced classic Kalimna wine, all dark chocolate and dark berry fruit with underlying powerful tannins. This district is the backbone of the North-Western Barossa and is present in many well-known Barossa wines.

We now take all the fruit off this old parcel and age it for 24 months in French oak barriques prior to bottling with no fining or filtration.
