



JOSEF CHROMY  
T A S M A N I A

JOSEF CHROMY WINE CLUB



REL BIA • TASMANIA



I came here over 65 years ago with nothing but hope and ambition.

JOSEF CHROMY OAM

## WELCOME TO THE CLUB

For all those who share our love of exquisite table and sparkling wines, fabulous food and exceptional visitor experiences, Josef Chromy Wines welcomes you. Indulge in loyalty benefits that include our premium cool-climate wines, restaurant dining and exclusive tours and tastings.

## JOE'S STORY

Josef Chromy OAM fled his war torn Czech village in 1950 as a penniless 19 year old after eleven years of Nazi and Soviet occupation. He escaped across borders guarded by minefields, dogs and soldiers, suffering five months of privation before immigrating to Australia. A butcher by trade, the first job that Joe secured was cutting asbestos in NW Tasmania. Over the next 40 years, he used his skills as a Master Butcher and Smallgoods Maker to build his business, Blue Ribbon Meat Products, into one of Tasmania's leading brands.

In 1993, Blue Ribbon Meats was floated on the ASX and Joe used the money to invest in Tasmania's fledgling wine industry. Joe has owned and developed some of Tasmania's leading wineries including Rochecombe (now Bay of Fires), Jansz, Heemskerk and Tamar Ridge.

At 76, when most would think about easing up, Joe launched Josef Chromy Wines in December 2007. Josef Chromy Wines went on to become one of the most successful launches in the history of the Tasmanian wine industry. Joe prides himself on building the best possible team around him. He is loyal to his adopted home, keeping all of his property investments in Tasmania, the state that he loves.

## THE VINEYARD

The first vines were planted in 1998. The vineyard now covers 61 Ha, stretching 2.5km along a N and NE facing slope. There are two main soil types on the site - black, alkaline cracking clays and shallow, stony, neutral brown soils over an ancient dolerite base. Located at an altitude of 81-170m, the vineyard experiences a moderate maritime climate and an average annual rainfall of 679mm.

Harvest typically occurs between March and May each year. Varieties grown in the vineyard include Pinot Noir, Chardonnay, Pinot Gris, Sauvignon Blanc and Riesling.

## THE WINERY

A state-of-the-art winery was constructed at the vineyard in 2006 and houses modern winemaking, bottling and labelling equipment, including a specialty Champagne press.

Depending on the wine, fermentation occurs in small batch open top fermenters, tank, barrel or as is the case with our traditional method sparkling, in the bottle. All Pinot Noir is fermented in the open top fermenters and a pneumatic plunging device, co-developed by Joe and now used throughout the industry, is used to gently plunge the grapes back down into the fermenting juice to manage colour and tannin extraction. Gold Club Members are invited to join us for a complementary behind-the-scenes tour of the winery.

Josef Chromy Wines is a member of Wine Tasmania's Tasmanian Sustainability Program. Solar panels installed on the winery roof, the largest private array in Tasmania, supply 80% of the winery's energy requirements. Water used in the winery is treated and reused for irrigation. Lightweight bottles that consume less energy to produce and transport are also used for selected wines.

With capacity to spare, Josef Chromy Wines takes on contracts from other small Tasmanian producers to have their wines made in our modern facility.

## THE WINES

Wines produced at Josef Chromy Wines fall under three distinct labels, each with their own personality and winemaking approach.

### PEPIK

Pepik is the traditional nickname given to men named Josef in the Czech Republic. This is our more informal range, made for everyday drinking with friends and food.

### JOSEF CHROMY

The Josef Chromy label showcases the varietal expression of our cool climate vineyard site. Elegant, subtle and complex, these wines will reward cellaring or partner beautifully with food now.

### ZDAR

Zdar represents the pinnacle of wine making at the estate. Only exceptional parcels of wine are reserved for the Zdar label and these wines are extremely limited.



## GOLD CLUB

Receive your preferred selection of one dozen wines delivered three times each year in March, July and November.

- Enjoy a 25% discount on all wine purchases
- Free freight
- Manage your membership account online, including your wine selection, payment & delivery details
- First access to limited Zdar Vintage Sparkling
- Exclusive Zdar and Museum releases
- Exclusive access to the annual Wine Club Weekend
- Personalised tours of Josef Chromy Wines, including a winery tour and VIP tasting for up to 4 people (bookings essential)
- Receive a 15% discount on dining at the Josef Chromy Restaurant plus a glass of Vintage Sparkling or wine from the Josef Chromy range for up to 4 people
- Free private mezzanine room hire for private lunches for up to 20 pax

## SILVER CLUB

Receive your preferred selection of one dozen wines delivered twice each year in May and November.

- Enjoy a 20% discount on all wine purchases
- Free freight
- Manage your membership account online, including your wine selection, payment & delivery details
- First access to limited Late Disgorged Sparkling
- Early notification of Zdar release and allocations
- Exclusive access to the annual Wine Club Weekend
- Receive a 12.5% discount on dining at the Josef Chromy Restaurant plus a glass of wine from the Pepik range for up to 4 people
- Free private mezzanine room hire for private lunches for up to 20 pax

## FRIENDS WITH BENEFITS

For Members living interstate and not planning to visit Tasmania during the membership year, we invite you to gift your dining, winemaker tasting or tour benefit to family or friends who will be visiting Tasmania. Enclosed benefit vouchers will be activated when membership is taken up.

## BONAFIDE MEMBERS ONLY

As Membership discounts are available to bonafide Wine Club Members only, discounts do not apply to purchases made at the time of sign up. Cellar door half dozen discounts of 5% and dozen discounts of 10% still apply.

## JOSEF CHROMY WINE CLUB

WHICH CLUB?	GOLD		SILVER	
NAME			DATE OF BIRTH	
BILLING ADDRESS				
SUBURB	STATE	POSTCODE		
DELIVERY ADDRESS as above	Y	N		
SUBURB	STATE	POSTCODE		
PHONE				
EMAIL				
LEAVE WINE AT THIS ADDRESS IF NO-ONE HOME (PLEASE CIRCLE)	YES	NO		
DELIVERY INSTRUCTION				
PAYMENT DETAILS	CARD TYPE:	VISA	AMEX	MASTERCARD
	CARDHOLDER NAME			
	CREDIT CARD NUMBER			
	EXPIRY DATE	CW		
	SIGNATURE			

MEMBERSHIP FORM

## MY WINE SELECTION - please select 12 bottles

Zdar Chardonnay		Josef Chromy Pinot Gris		Josef Chromy Pinot Noir		Pepik Pinot Noir	
Zdar Riesling		Josef Chromy Sauv Blanc		Josef Chromy Botrytis		Pepik Sekt	
Zdar Pinot Noir		Josef Chromy Riesling		Josef Chromy Ruby Pinot			
Josef Chromy NV Sparkling		Josef Chromy SGR Riesling		Pepik Sparkling Rose			
Josef Chromy Vintage Sparkling		Josef Chromy Chardonnay		Pepik Chardonnay			

DNCR: By providing your contact details you subscribe to receive future special offers, promotions plus information about special events from Josef Chromy Wines, and from our agents, until such time as you request us to stop. Should you wish to opt out at any time, simply let us know by phone or email. We will provide you with appropriate contact details every time we contact you. Privacy Act: Your details remain yours and may only be shared with our agents for the purposes of communicating Josef Chromy offers only. They will NOT be sold or rented to any other companies. TAS Liquor Licence 58122



### WINE CLUB WEEKEND

At the end of July each year, we invite Members, their partners and up to two friends to join us for our Wine Club Weekend – an opportunity to participate in exclusive events and unprecedented behind-the-scenes access to our winery, vineyard and cellar door. Revel in the charms of a Tasmanian winter as you pick and choose your program of activities from a range of exclusive experiences available.

### MENUS

Our Head Chef and his team source the best ingredients from around the state and beyond to bring you fresh, innovative and uncomplicated food to reflect the beautiful surroundings of the vineyard.

As the seasons change, so do our menus. Our function menus are adapted from our a la carte menu of the moment. We present our food in all forms, from shared table to set menu, buffet to grazing canapés, sandwich platters to afternoon tea. We are always ready to tailor a menu to your needs.





## THE TEAM

Chief Winemaker and General Manager - Jeremy Dineen  
Winemaker - Ockie Myburgh  
Assistant Winemaker - Stewart Byrne  
Sales and Marketing - David Milne  
Functions & Events - Nicole Gopala  
Head Chef - Nick Raitt

Josef Chromy Wine Club Manager - Amy Russell  
wineclub@josefchromy.com.au  
Ph 03 6335 8700  
Mob 0477 220 656  
At the service of our valued Club Members

## MANAGE YOUR WINE CLUB PROFILE ONLINE

Visit [www.josefchromy.com.au](http://www.josefchromy.com.au)

Select WINE CLUB from the menu at the top of the screen

Select LOGIN at the top of the next screen

Use your email address as your username and Chromy123 as your password. This is a default password and we recommend that you change your password when you log in for the first time to protect your privacy.

Once you are logged in, your name appears at the top of the screen (eg. HELLO JOSEF). Wherever you are on the Josef Chromy Wines website, clicking your name at the top of the page will always take you back to your Club Profile. A menu also appears on the left of the page that gives you access to your details.

Select WINE SELECTION and then EDIT CLUB to view and change your wine selection.

A few weeks prior to the delivery month, we will send you an email reminder to check your wine selection and payment detail in preparation for your delivery.

Alternatively, you can also email any changes to [wineclub@josefchromy.com.au](mailto:wineclub@josefchromy.com.au) or contact the Cellar Door on 03 6335 8700.

### WARNING

Under the Liquor Licensing Act 1990, it is an offence:

- for liquor to be delivered to a person under the age of 18 years.
- for a person under the age of 18 years to purchase liquor.

JOSEF CHROMY WINES PTY LTD  
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