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**WHAT IS TOPAQUE?**



The Rutherglen wine region has been producing luscious dessert wines since the 1850's and wine merchants, writers and consumers around the globe, acclaim them as truly the world's richest wines.

The production of these wines is a life long journey of growing, producing, blending and nurturing. With the right grapes and the right Autumn weather, something magical happens. The grapes are then harvested, fermented and fortified, (preserved with alcohol), then left to slowly mature, sometimes for generations, ensuring the stocks of aged material for future blends. It is this maturation process that concentrates the wines and produces the rich, complex flavours and the deep golden hues. These barrels of varying ages (sometimes six generations worth) are then blended together prior to bottling, to produce the hidden gem now known as Rutherglen Topaque.

### WHY DID THE NAME CHANGE FROM TOKAY TO TOPAQUE?

In 2007, under the terms of the Australia-European Community Agreement on Trade in Wine, Australia agreed to cease using certain European names, including Tokay.

The Rutherglen region, a producer of Tokay since the 1850's felt a profound sense of loss of the Tokay name, yet it also provided these same wineries with an opportunity for invigoration. "It was the ideal time to look at the way we presented this category", said Chris Pfeiffer, Senior Winemaker and Owner of Pfeiffer Wines. "We saw it as an opportunity to re-position and the new name was something we truly wanted to embrace. We were sure the name change could provide revitalisation to the product and we were prepared to surrender the word Tokay, if it meant we could reawaken consumers to this world class wine."

When the wine industry commissioned research to identify alternative terms for Tokay, they noted consumers saw the wine as rich and golden in hue, with an equally rich, indulgent consistency and flavour to match. They saw it as a wine that was associated with beauty and rarity and that it imparted a sense of timelessness. The research team likened all of these qualities to the unique and precious gem, Topaz and the word Topaque evolved. The name was a natural extension of the word Topaz, intentionally conveying all of the same precious attributes as the golden stone. And the analogies were not lost there. Consumer research had also indicated that there was a compelling love for this product, once it had been tasted...and discovered. "Like the radiant, Topaz gem", says Chris Pfeiffer, "sometimes you just need to dig a little deeper to uncover some of the true treasures of the wine industry." In the eyes of Chris Pfeiffer, a hidden Rutherglen gem had been re-discovered.

### OTHER FAMOUS NAME CHANGES

There is an old saying, "the only thing for certain is that most things change". As we adjust to calling Tokay, Topaque, it is a good time to look back on history and be reminded of other changes we thought would never flow off the tongue or be accepted. Remember when

- Telstra was Telecom
- The AFL was the VFL
- Tasmania was Van Dieman's Land
- St Petersburg was Leningrad
- Nissan was Datsun
- Muhammad Ali was Cassius Clay
- Google was Backrub
- Pepsi Cola was Brad's Drink
- Brisbane Lions were the Brisbane Bears
- And Westpac was the Bank of NSW



### TOPAQUE IS DELICIOUSLY GOOD BECAUSE

- It is a hidden gem ready to be discovered
- It is a national living treasure and seriously addictive
- It is mysteriously indulgent
- It is like drinking liquid sunshine
- It allows you to savour the flavour
- It can be drunk to warm you at the snow or icy cold at a summer BBQ
- It has a luscious texture
- It is made in Rutherglen, the home of rich, luscious wines
- It takes you on a voyage beyond love
- It is Yum : )

### TOPAQUE IS PERFECT WITH

- A roaring fire, sweet chocolate and late nights
- Jack Johnson or David Bowie
- Your favourite blue jeans
- A bowl of sun-warmed apricots
- Café lattes
- The Shawshank Redemption
- Your best friend
- Ice-cream after training or gym on a Thursday night
- After dinner inspiration
- A bath and a good book on a Sunday afternoon

### STOP PRESS

On Easter Saturday 2009, history was created when the industry's first bottle of Topaque was sold, at Pfeiffer Wines.

Fittingly, the sale occurred in Rutherglen – a proud region that has been producing this decadent, world class dessert wine for over 150 years.

*"Yesterday's neologisms, like yesterday's jargon, are often today's essential vocabulary."*  
– Academic Instincts, 2001