

Australia's Randall Wine Group buys Gemtree Wines

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The Randall Wine Group has acquired Gemtree Wines in McLaren Vale, established by Mike and Melissa Brown, 25 years ago in 1998. Warren Randall, executive chairman and proprietor of Randall Wine Group, has a long-term friendship with Mike and Melissa, dating back to 1994 when Warren Randall first employed Mike as a cellar hand at Andrew Garrett Wines.

The Gemtree organic brand exports to Canada, United States of America, Hong Kong, Denmark, Singapore, New Zealand and Sweden – which recently placed an order for 300,000 bottles of Gemtree organic Shiraz.

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The Randall Wine Group acquired the celebrated Hilltop organic vineyard in McLaren Vale earlier this year, also planted 25 years ago. The 200-acre Hilltop vineyard is the largest single, 100 per cent organic vineyard in a premium region in Australia and will be managed by the Australian master of organic viticulture, Melissa Brown.

Gemtree's organic wine portfolio will be overseen by co-founder, Mike Brown at the Boar's Rock winery in McLaren Vale – the largest, premium organically certified winery in Australia, acquired in 2019.

The global expansion of the Gemtree brand will also be supported by a number of private McLaren Vale organically certified growers.

Warren Randall was ebullient and enthusiastic about the Gemtree brand acquisition.

“Gemtree is such an exciting brand to add to our stable of thoroughbred brands, Seppeltsfield and Penny’s Hill,” he said.

“Organic wine production presents a big opportunity. Organic wine sales are on the march, by 2.5-fold internationally and 15-fold domestically in the last 10 years, while non-organic wine sales declined.

“Australia possesses natural climatic attributes that are conducive to the crafting of organic wine in both the vineyard and the winery. Our hot and dry Mediterranean climate in McLaren Vale is entirely suited to world-class organic and bio-dynamic wines and yet we are the 11th in the world, in terms of organic vineyard area with only 1 per cent of the world’s organic vineyards.”

“There is a significant opportunity for Australian wine to penetrate the biggest organic wine markets in the world, like Germany, France, the United Kingdom, the United States of America and Sweden. Canada, Japan and New Zealand also present future opportunities.”

Gemtree wines was a significant exporter to China before the punitive tariffs were applied in March 2021. The potential re-opening of China presents another excellent export opportunity for Gemtree as it reclaims its previous position.