

ROLF BINDER

MEDIA RELEASE
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ROLF BINDER AND CHRISTA DEANS CELEBRATE 25 CONSECUTIVE VINTAGES FOR ROLF BINDER WINES

With the 2019 Barossa vintage now complete, second generation sibling winemakers, Rolf Binder and Christa Deans have good reason to celebrate. It's been 25 years since Christa joined her brother as the white winemaker for the family business, growing white wine production while Rolf has continued to focus on red winemaking. Reaching this milestone is a truly unique and rare accomplishment within the wine industry.



Christa and Rolf were exposed to winemaking from a very early age, forking out fermenters, picking grapes and pruning vines. They went on to study Oenology at Roseworthy College but after their father's unfortunate accident in 1980, they suddenly had to juggle studies with increased responsibilities in the winery, working under the careful supervision of their mother, Franziska Binder and Carlene Schmaal.

In 1982, Christa was fortunate to gain a position on the winemaking team at Wolf Blass Wines, being mentored by John Glaetzer, David Wardlaw, Stephen John and Chris Hatcher, as her area of expertise developed in white wine and sparkling wine production.

With a broader knowledge, Christa returned to Veritas Winery in 1994 to help Rolf with the rapidly growing family business and also expand the wine portfolio. Working side by side, they have taken the business to another level in the new winery they built on Seppeltsfield Road, and jointly earned the Barossa 'Winemaker of the Year' award from the Barons of the Barossa in 2005.



After learning much from their parents and decades working in the wine industry, Rolf and Christa have incorporated many changes into the business, taking it from simple fortified wine production in a rustic tin shed to producing some of Australia's best known and highly acclaimed wines in a modern winery, with dramatic growth in estate vineyard and varieties planted.

Rolf says "To be honest, we don't think much about having worked together for so long. We just get on with it! We have always trusted one another and we each do our own thing. We learned a lot about working hard from our parents but we've also been fortunate to have had great support from long-term domestic and international partners, loyal customers and our staff."

When Christa is asked if there's ever any rivalry between them, she says "the only rivalry we have is whose tomatoes ripen fastest!"



The family will celebrate this anniversary milestone with key contributors and stake holders later in the year.

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Photo Credit: Andrea Jacob Photography

Veritas Winery was established in 1955 in an old shed in the heart of the Barossa, when Rolf and Franziska Binder decided to start a wine business after leaving their homelands in Europe. Known as 'Veritas Winery' after the Latin term 'In Vino Veritas', the business name was changed to Rolf Binder in 2005 to honour the legacy of Rolf Heinrich Binder, who passed away in 2003. A new winery was built in 1999 with current production close to 50,000 cases. The wines are now distributed widely across Australia and also into 17 other countries. The Binder estate has also grown over the decades with an area of 250 acres of vineyard now planted in various sub regions of the Barossa.