



B3

PREMIUM BAROSSA
WINES

Press Release

Publication: The Advertiser Adelaide
 Date: 9th of April 2005
 Title: Wine's brand of brothers
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BASEDOW SONS REVIVE A 109-YEAR-OLD FAMILY TRADITION

Wine's brand of brothers

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AS teenagers, Peter, Michael and Richard Basedow watched helplessly as their family lost its heritage in the wine industry after the death of their father, John, in 1975.

Now, after 30 years, the three brothers are reclaiming their family's more than 100 years of wine heritage. They have started B3 Wines, a new range of premium wines from the Barossa.

"We have always had a hankering to get back into the wine industry since our schooldays," B3 Wines managing director Richard Basedow said.

The Basedow name is one of the most famous in the South Australian winemaking industry, dating back to 1848 when Martin Peter Friedrich Basedow was the first Basedow to arrive in Australia from Hamburg, Germany.

Peter Basedow, 43, said the wine venture held special sentimental values for his family.

"It's not often these days three brothers decide to risk everything to stop their family heritage disappearing from the Barossa after five generations," he said.

His father John was the last Basedow to make wines at



IN THE BLOOD: Peter, Richard and Michael Basedow try out one of their wines in the Barossa Valley.

Illaparra, the family's historic winery in Tanunda where the brothers grew up playing among the wine barrels.

Under his direction, O Basedow Wines was known across Australia for its table and fortified wines.

Michael Basedow, 42, said that after his father passed away, a series of events saw ownership of Basedows change hands several times throughout the 1970s, 80s

and 90s. "What is known as the old Basedow brand name is now owned by a winery in the Hunter Valley and we have nothing to do with it," he said.

"We've created our own label, B3 Wines, as part of a long-term strategy to re-establish our family in the Barossa."

The brothers remain hopeful they will one day be able to regain ownership of the Basedow name.

The Basedow legacy:

1848	March 31, Martin Peter Friedrich Basedow arrives in Australia from Hamburg, Germany, to be followed by his brother Johannes.
1896	Johannes establishes the Illaparra winery, Tanunda.
1902	Johannes dies and winery sold to his nephew, Oscar, who renames it, O. Basedow Wines
1920s	Oscar hands management to his son, Fritz, a mining engineer.
1939	Fritz assumes ownership.
1949	Fritz hands management to his son, John Oscar, a Roseworthy Agricultural College oenology graduate.
1953	Fritz dies and John Oscar becomes owner and chief winemaker.
1970	John Oscar Basedow wins the Jimmy Watson Trophy.
1975	O. Basedow Wines taken over by corporate and private shareholders led by Southern Farmers and Adelaide businessman Brian Anders.
1983	Doug Lehmann appointed general manager and chief winemaker.
1987	MS McLeod Group takes over Basedow Wines.
1993	Grant Burge buys Basedow brand, winery and stock.
1994	Basedow brand sold to Hill International.
2001	Hill International goes into voluntary administration.
2002	Hunter Valley wine company James Estate buys brand.
2005	Peter, Michael and Richard Basedow launch B3 Wines.



CLASS: A bottle of the new B3 shiraz.

With a family lineage tracing back to the genesis of Australia's wine industry, perhaps it was inevitable that the brothers Basedow – Peter, Michael and Richard – would one day return to winemaking and their Barossa heritage.