

EARN
YOUR VINO

The art of red
wine blending

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April
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MEET THE MAKER BE THE MAKER

The art of red wine blending

“Wine offers a greater range for enjoyment and appreciation than, possibly, any other purely sensory thing.” – Ernest Hemmingway

And what better way to appreciate wine, than to make it?

Join us for a hands on experience learning the intricate art of red wine blending and the skills that are involved in crafting a balanced wine. You'll meet wine makers and you'll become wine makers, walking away with your very own blend and a deeper knowledge of the winemaking process.

Of course, you'll walk away with more than your own wine blend. After 5 days of feasting, wine appreciation, adventuring and relaxing you'll head home with a deeper understanding of the region and its people, and maybe even a greater understanding of yourself.



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This five-day food and wine immersion is curated and hosted by an expert team led by wine and travel journalist and TV presenter Cassandra Charlick and tourism expert Stepan Libricky.

Cassandra writes for Halliday magazine, The Wine Magazine, Ray Jordan, Wine Pilot, Delicious., Escape magazine and many more publications. She's a reviewer for the WA Good Food Guide and presenter on Channel Nine's Our State on a Plate. With over 20 years of experience, Stepan's career includes hotel operations, immersive wine tourism, and tourism product development for names such as Hilton Hotels (Europe and across Australia), Xanadu Wines and Leeuwin Estate.

You'll be privy to insider wine travel tips, behind-the-scenes insider knowledge, and a side of Margaret River that you've never seen before, no matter how many times you've holidayed here - or how many bottles of Cab Sav you've cracked open.

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MEET THE MAKER

BE THE MAKER

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Our Meet the Maker, Be the Maker – the art of red wine blending experience includes the following:

- 4 nights luxury accommodation set amidst one of Margaret River's most private estates. All transfers from arrival through until departure.
- An award-winning private chef for every meal during your stay. All meals and beverages are included, and wines are carefully paired with each meal by Cassandra.
- 'Meet the Maker' in Amato Vino's Brad Wehr. Pay a visit to his winery, taste an array of classic and alternative reds with his low-intervention winemaking. Join Brad for an intimate winemaker's tasting and feast.
- 'Be the Maker' with a masterclass on red wine blending at the LS Merchants winery. Create your own blend in this full day of hands-on activity under the guidance of Dylan Arvidson, one of Margaret River's most respected and awarded winemakers.
- Mountain biking through towering Karri forests and by the famed waterways of the region. Uncover secret spots that connect you with the true sense of place.
- Curated wine tastings and inspired gala dinners. Discover the wide range of red wine varieties Western Australia has on offer.

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DAY 1

PM

Make your way down to the world-renowned Margaret River region. You'll know when you've reached your destination, as the winding roads snake through rolling hills and autumnally coloured vineyards. The grapes are all harvested, and the vines are deserving some rest and rejuvenation.



April
2023



DAY 1 CONT'D

Arrive at Cherubino Homestead, your luxury abode for the next four nights set amidst one of Margaret River's most picturesque vineyards.

After settling into your suite over the course of the afternoon, join your hosts and fellow guests for welcome drinks and some pre-dinner bites starring the local produce of this food bowl of the South West.

After meeting one another, we'll be joined by our private chef Mel Kokoti, who will be treating us to a decadent two-course Autumn feast.

With an Australian Good Food Guide hat and placed in the WA top 50 three years running, she'll carefully curate each dish to highlight the wine you'll be exploring over the entirety of your stay.

This evening is all about our 'resident wines' and we will be presenting you with carefully selected wines of Larry Cherubino. Cassandra has chosen some of Larry's most exciting wines from Margaret River, Great Southern and Italy.

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2023

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A stylized white line-art illustration of a wine glass, positioned behind the text 'EARN YOUR VINO'.

April
2023

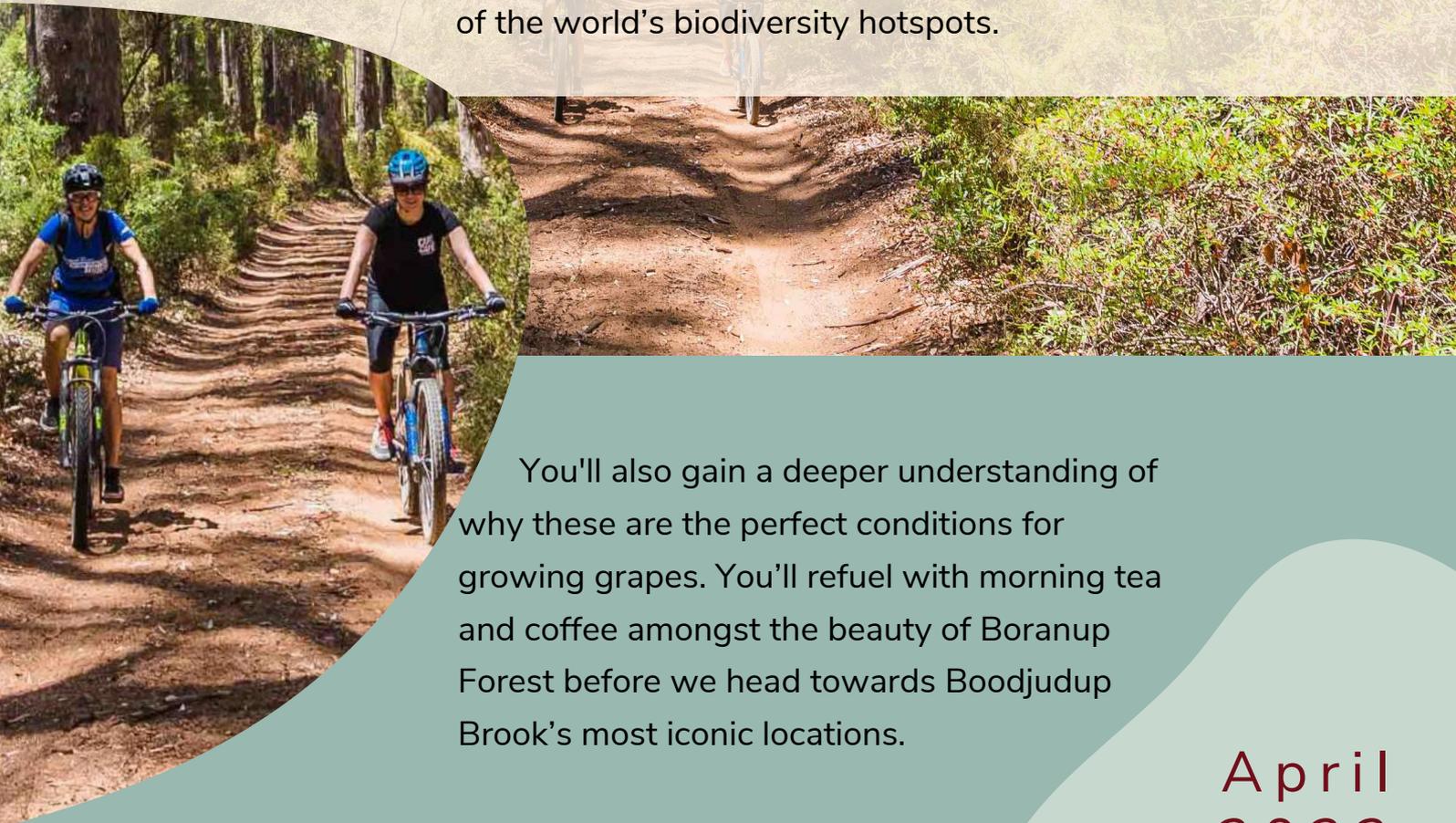


DAY 2 AM

Wake up to the mesmerising views of the rolling vineyard, towering trees and the beautiful gardens of Cherubino Houses. A breakfast experience awaits for you at the main Homestead's Hall before we get ready for some active immersion into the natural beauty of the South West.

Morning of adventuring towards the south of the region where an adventure on two wheels with two of Margaret River's most experienced and informative outdoor guides will await.

See the beautiful South West forest like you've never seen it before, and learn about the history of this land and why years of evolution transformed the landscape into one of the world's biodiversity hotspots.



You'll also gain a deeper understanding of why these are the perfect conditions for growing grapes. You'll refuel with morning tea and coffee amongst the beauty of Boranup Forest before we head towards Boodjup Brook's most iconic locations.

April
2023



DAY 2 CONT'D

A hearty, rustic meal will be served for you on arrival at Amato Vino's winery, where Brad Wehr will have a glass or a bottle (or two) prepared to share with you.

During the 'Meet the Maker' session that will follow you will get to taste an array of classic and alternative reads with his low-intervention winemaking. Learn how he treats wines and what drives his pursuit of excellence. Perhaps a fresh barrel sample or just fermented grape juice will be on hand?

Enjoy the rest of the afternoon at leisure, after a hot shower or short nap, before joining Cassandra and Brad for an intimate winemaker's tasting and feast at the Homestead's Hall.

Brad will share some of his beloved wines and stories of the 2022 red wine vintage.



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April
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DAY 3

AM

Wake up to another day of seasonal beauty at Cherubino's Houses. After a warming-cooked breakfast experience prepared by chef Mel, it's time to enjoy some hands-on red wine magic.

Embark on a hands-on sensory journey, hosted by an award-winning winemaker and respected wine educator at this private and intimate winery experience.

On arrival at LS Merchants, meet Dylan Arvidson, owner and winemaker, one of Margaret River's most respected and awarded winemakers and a "young gun" of the Western Australian scene. It's time to get ready for your team challenge.



April 2023



DAY 3 CONT'D

'Be the Maker'. Get your masterclass on red wine blending and create your own blend in this fun hands-on activity. Under the guidance of the winemaking team, learn the intricate art of blending wine and understand why winemakers use different varieties, vintages, and fruit parcels to achieve their vision.



A casual BBQ will be prepared for lunch, to accompany a couple of Dylan's wines. Throughout the lunch, you'll learn about sustainable farming practices, understand the land we walk on, and discover what low-intervention winemaking is all about.

April
2023



DAY 3 PM

The afternoon is yours to spend at leisure.

If you're keen to work up a sweat before dinner, make use of the vast vineyard surroundings and stroll from your House to the dam and back. Or simply relax in one of the lounge rooms with a book and afternoon tea.

It's time to dress up and enjoy an elegant black-tie degustation to celebrate the achievements of your labour. As the late afternoon settles into the evening, Dylan will join us for a private tasting of eight wines across the LS Merchants portfolio. The tasting will be accompanied by Mel's snacks.



April
2023



Feast on a long-table, immersive 'farm to harvest' dinner. A decadent meal focused on provenance and nestled in a secret location of the property. This culinary journey pays homage to the seasonal and regional cuisine we all crave for.

LS Merchants will introduce four more wines for this feast: iconic varietals and wines, and a special surprise wine that is guaranteed to be the first taste for all.

The day-long journey will conclude with the presentation of the winning blend and a reward for everyone. Perhaps your wine will be the best blend of the day?



April
2023



DAY 4

AM

Fuel up with breakfast this morning at your leisure.

This morning we will visit two of our favourite artisan producers in the region to see and learn how red wine (or vines) can be used outside of the winemaking. Think vine leaf-wrapped cheeses, red wine gelato or wine-infused biscotti. We will gather these gourmet delights for our final dinner that evening.

A delicious two-course lunch will be served amongst the now dormant red vines at the Cherubino Estate, paying homage to the vines and showcasing the simple ways they contribute to the culinary world. The lunch will conclude with a special red wine and chocolate tasting, courtesy of master chocolatier, Nadia Haskell.

April
2023



DAY 4 PM



The afternoon is yours at leisure back at Cherubino Houses, before joining Cassandra for a pre-dinner wine trip to some of the other blends of the world.

From the interesting old-world whites to contemporary expressions from Margaret River, through classics like GSM to the clone blends of wineries just down the road. We'll travel through the glass and discuss what makes a great blend.



Be sure to dress up for tonight's final dinner, a long table, a multi-course culinary journey starring wines from our tasting and culinary morsels you got to pick up at the morning.

It's the final meal of our trip together, so time to reflect on the week's activities and memories that have been made together.

April
2023



DAY 5



After one last relaxing breakfast in the peaceful surroundings at Cherubino Estate, it's time to say goodbye (for now). Enjoy the morning in Margaret River before a special farewell from your hosts.

April
2023