



# Idée Fixe

MARGARET RIVER

A BLANC DE BLANCS

OBSESSION

# Vision & Mission

## VISION

One of the great blanc de blancs houses of the world.

## MISSION

Margaret River's leading  
blanc de blancs house.

**Idée Fixe**  
MARGARET RIVER

# A Decades-Long Fixation



Noun,  
[ee-dey feeks],  
French.

A fixed idea.  
Obsession.

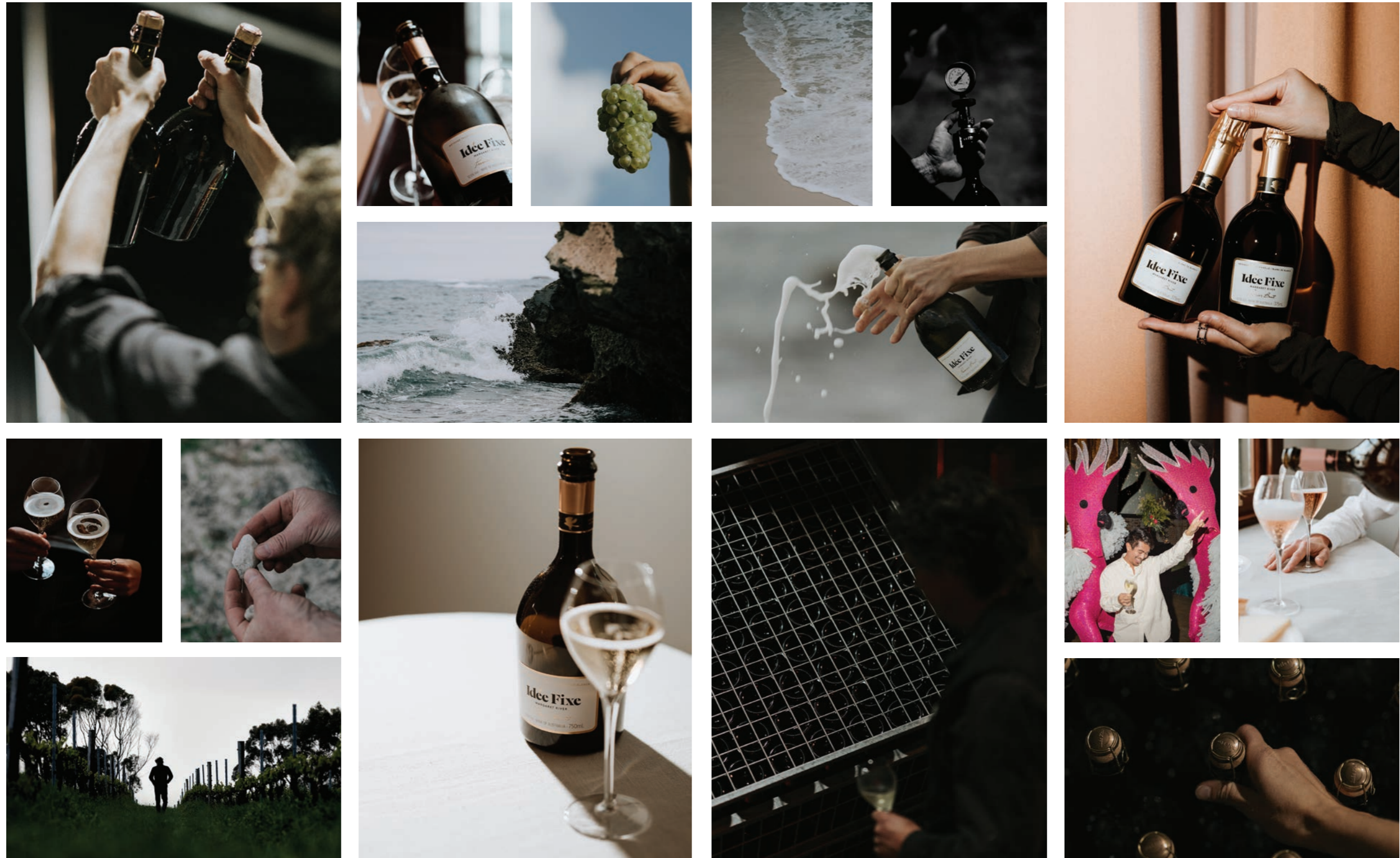


“There have been 35 years of sparkling winemaking at Vasse Felix, but the new site, a new winemaker, Mick Langridge, and perfectly positioned vineyards mean the future is very bright indeed. How strange to find a tiny piece of the Côte des Blancs in WA. Idée Fixe is proving to be more than just an obsession. It has subtly migrated into being a delicious infatuation.”

MATTHEW JUKES - 100 BEST AUSTRALIAN WINES REPORT 2022-2023

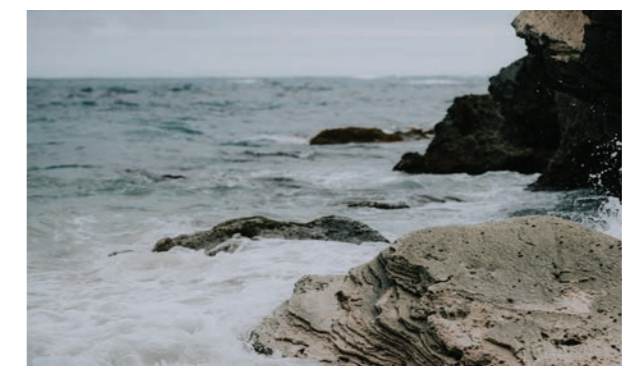
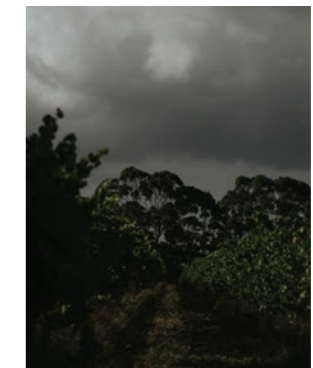
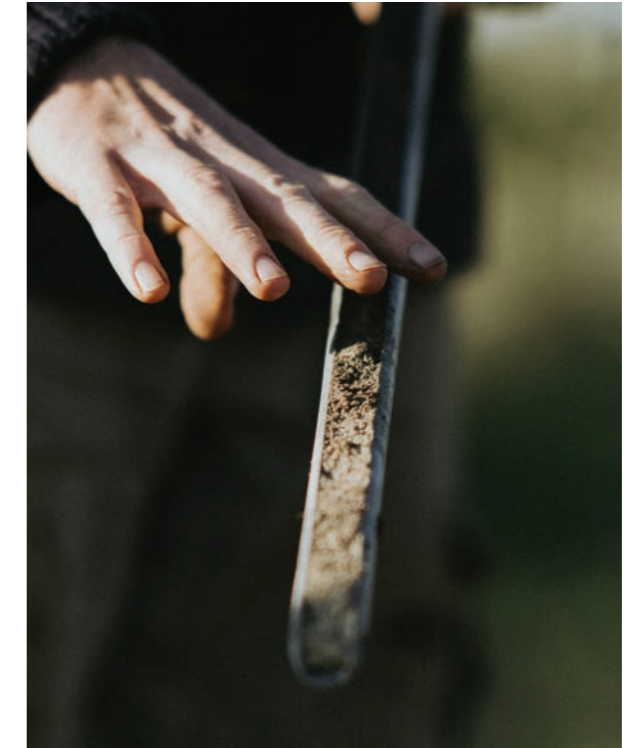
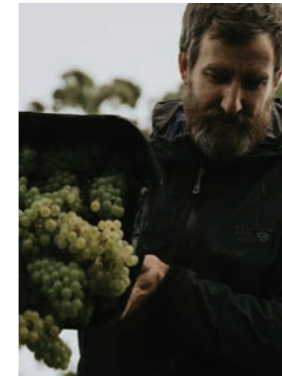
Birthered by Vasse Felix, Idée Fixe is a new dedicated Blanc de Blancs house, located in the south of Margaret River. Sparkling winemaking has been a quiet obsession of Vasse Felix winemakers since 1985 and our Margaret River Blanc de Blancs is only getting better, for having its own fully-equipped space and focus. Share our obsession in its new era as Idée Fixe.

# A Distinctly Margaret River Blanc de Blancs



Making méthode traditionnelle wines has been a quiet obsession of Vasse Felix for decades. This fixation led to the serendipitous discovery of a mysterious clone of Chardonnay, grown in the deep south of Margaret River. Rare pockets of quartz-based soils, coupled with the persistent cloud and biting winds from the Southern Ocean proved ideal to make an elegant, expressive and distinct Blanc de Blancs.

# A Serendipitous Discovery



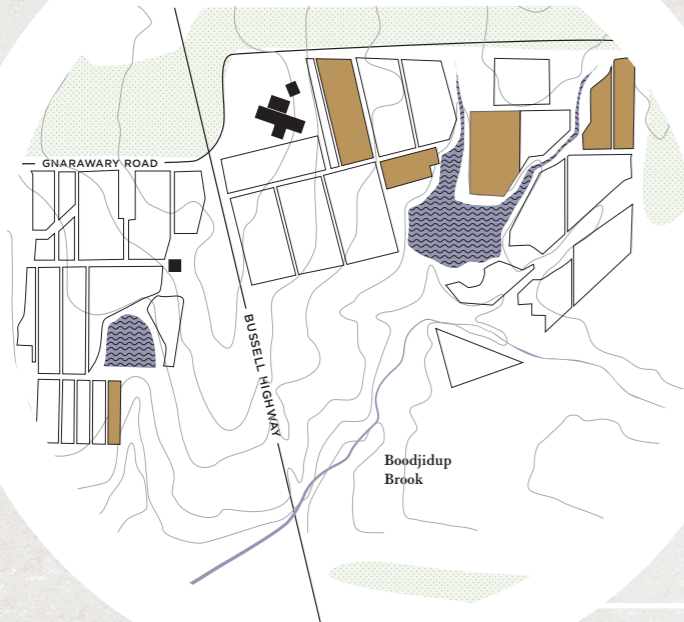
The Blanc de Blancs story began in the southern-most Karridale Vineyard. Chardonnay from the vineyard's 'D-Block' was unusual, delicate in fruit power, high in natural acidity, and a mysterious clonal selection. In recent years, these Chardonnay clones have been grafted or replanted, and now only Chardonnay and small amounts of Pinot Noir are grown. The site is significantly lower in altitude than other areas of the Margaret River wine region at 25-40m above sea level. The earth is sandy loam with a deep top soil over rare quartz breccia deposits.

# Margaret River's Deep South

## MARGARET RIVER WINE REGION

FIRST PLANTED	1995
LOCALITY	KARRIDALE
COORDINATES	33°49'S, 115°02'E
ALTITUDE RANGE	25-40M
SOILS	PALE LOAMY SANDS OVER A UNIQUE QUARTZ BASE
VINE AREA	29.12HA

### DARCH VINEYARD



FIRST PLANTED	1997
LOCALITY	WALLCLIFFE
COORDINATES	33°59'S, 115°05'E
ALTITUDE RANGE	75-95M
SOILS	GRAVEL & SANDY LOAM
VINE AREA	19HA (56HA for Vasse Felix)

Grows grapes for Idée Fixe and Vasse Felix.

### MARGARET RIVER TOWN



Town - Vineyard. 30 min  
Town - Winery. 5 min

### KARRIDALE VINEYARD



<b>20.3°</b>	<b>1,194</b>	<b>SSE</b>	<b>17.1</b>	<b>9</b>
MEAN MAX TEMPERATURE °C	ANNUAL RAINFALL MM	PREDOMINANT WIND DIRECTION	MEAN CLOUDY DAYS/MONTH	CHARDONNAY CLONES

Indian Ocean

Southern Ocean

Dunsporough Fault Line

GLENART

BROCKMAN HW

BUSSELL HIGHWAY

Boodjidup Brook

GNARAWARY ROAD



# The Idée Fixe Collection



## Premier Brut

An elegant, distinct and expressive Margaret River Blanc de Blancs.



## Brut Rosé

Premier Brut's curious sibling, made from Chardonnay with a splash of Pinot Noir.

# A Blanc de Blancs Obsession



"It took no more than a nanosecond to realise this is another exquisite wine. The 2019 reminded me of some of my favourite Côte des Blancs classics, and this vintage follows this esteemed theme. Brittle, long, gleamingly fresh and with discreet moments of tenderness along its path, this is a magical wine with a price tag that should embarrass every Blanc de Blancs specialist in Champagne."

MATTHEW JUKES - 100 BEST AUSTRALIAN WINES  
REPORT 2022-2023

"As you'd expect from one of Australia's greatest Chardonnay producers, it's a mesmerising sparkling wine."

HARVEY NICHOLS  
UNITED KINGDOM



"I find the Idée Fixe Premier Brut to be a beautiful, refreshing foil. It is balanced, considered and most importantly moreish."

EMMA FARRELLY  
DIRECTOR OF WINE  
THE STATE BUILDINGS,  
WESTERN AUSTRALIA



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