
DOUGLAS LEHMANN

Managing Director



Doug Lehmann, a sixth generation Barossan, and eldest son of Peter Lehmann, was born in Angaston in 1952. The memories of his formative years are of growing up at Saltram Wines, playing in the cellars, and observing all facets of the winemaking process.

The lure of the industry proved strong and he began cellar work in 1972 at Saltram under his father's guidance where he worked for two years learning the basics and absorbing the philosophies of the art of fine winemaking. Striking out on his own, Doug went to Angle Vale winery where he rose through the ranks to become assistant winemaker.

In 1977 he accepted the position of winemaker for Basedow Wines, at that time a small winery in Tanunda. The 14 years spent there as Winemaker/Manager forged his reputation and honed his managerial skills in the creation of a very successful wine company where he also built up a very profitable contract bottling and packaging business.

His winemaking talents were soon apparent in the quality of the red wines released under this label. However, it was with Semillon that Doug really made his mark. He developed the famous Basedow "White Burgundy" which became the benchmark style for Semillon in the Barossa. This white table variety which had been neglected, through his leadership became recognised by his peers as a "star" white variety for the Barossa.

It is no accident that Semillon is the biggest selling white wine for Peter Lehmann Wines and the Peter Lehmann Semillon today is accepted as the best value Semillon in the market place.

In 1987 Basedow became part of the McLeod Wine Group. In 1990 he accepted the position of Chief Executive Officer of this group then comprising Basedow and Peter Lehmann Wines. This appointment enabled the production, sales, export and finance divisions to be drawn together in the Barossa as an integrated unit. During this period he successfully developed a co-ordinated marketing strategy with a particular emphasis on expanding the export sales of Peter Lehmann Wines branded bottled table wine. Recognising the importance of the UK market he fostered the formation of Peter Lehmann Wines (UK) responsible for marketing and distribution throughout the UK and Ireland and in more recent years has overseen the strong development of PLW wines in the European and American markets.

In 1993 Peter Lehmann Wines was listed on the Australian Stock Exchange and he took up the challenge of Managing Director. During the last 10 years the company has grown and production facilities expanded, new export markets developed and consolidated and strong emphasis has been placed on developing and marketing the Peter Lehmann Brand. Canada too has become a major market for PLW. Peter Lehmann Wines under Doug's management has announced its best year ever in 2007/8, bucking the Australian wine trend and has increased annual net profit by a jump of 61 per cent.

Doug's off-duty passion is car rallying. An accomplished driver and handy mechanic, he enjoys the challenge of competition. Also an avid fundraiser, a favourite cause of Doug's since 1988 is The Variety Club Bash the purpose of which is to raise money for under-privileged children. Doug takes great pride in his contribution to this worth while cause. Peter Lehmann Wines was founded as a "family" of staff and grape growers. How fitting then that Doug Lehmann, a true son of the Barossa, is carrying on that tradition!

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Peter
LEHMANN
of the Barossa

The PEOPLE, STORIES & WINES
THAT MAKE *the* BAROSSA FAMOUS