

Proud Primary Produce



Yarra Valley, VIC - Regenerative, Organic Viticulture

Stuart Proud is a farmer first and foremost, and one of the country's leading practitioners of biological and sustainable farming methods. An impressive history in the vines over the last 25 years naturally led him to begin producing his own wine in 2010.

Proud's holistic approach in the vineyard is the star of the show at Proud Primary Produce, with winemaking well in the background. "At the core of everything is farming and soil health. Nothing else happens if that isn't done well." This passionate and focused growing has led him to make wines that speak of the soils they come from and the influence of each season.

His wines are savoury, pure, textural and full of personality, made with minimal intervention and additions. Only some gentle plunging is carried out during the fermentation process to ensure fruit purity is retained. Minimising the need to intervene with the ferments is the whole philosophy behind making the vineyard the main focus.

