



Ad Hoc

Ad Hoc is an assembly of varietal wines for any occasion, each wine sourced from its best-suited region in Western Australia.

From Margaret River, to Pemberton, to the regions of the Great Southern, we've grown up and worked amongst the vines. Our knowledge of these regions and relationships with other grape growers enables us to find the best vineyards for each grape variety, and this is what we show with through Ad Hoc.

We've travelled long to find the path of least resistance, enabling us to show you great quality at great value for money.

Ad Hoc are "go-to", dependable wines for any occasion, as characterful as their labels.

2024 Cruel Mistress Pinot Noir

THE VINTAGE:

The 2024 growing season was marked by favourable conditions that supported strong vine growth and fruit development. Spring provided a solid foundation with moderate temperatures ranging from 18°C to 25°C and consistent, though slightly below-average, rainfall. This period of milder weather allowed for robust growth and a healthy flowering, essential for the quality of the fruit set. The moderate rainfall during spring, averaging between 70-110 mm per month, ensured that the soil retained enough moisture, allowing a balanced growth environment for the vines and reducing early season irrigation needs.

THE WINEMAKING:

Sourced from several locations in the Great Southern, the fruit was fermented using a combination of wild fermentation, selected yeasts and 1-3 year old French oak for 6 months prior to bottling.

THE WINE:

The nose shows graphite, minerals and juicy black cherries. A hint of spicy oak plays a supporting role. The palate is softly textured, fresh and vibrant with flavours of black cherry and earthy beetroot. The wine has a soft, silky finish.

Vineyard	Various	Origin	Great Southern, WA	Vegan	N/A
Year Planted	Various	Variety	Pinot Noir	Vegetarian	N/A
Location	Great Southern, WA	Picking date	April 2024	Organic	N/A
Vines per Hectare	2020	Sugar at picking	12.9°Baume	Biodynamic	N/A
Irrigation	Yes	Alcohol	13.4%	Allergens	Sulphites
Clone/s	777, MV6, 114, 115	pH	3.60		
Rootstock	Own	Total acidity	5.54 g/L		
Aspect	Various	Residual sugar	4.0 g/L		
Soils	Granite/Laterite	Bottled	May 2025		
		Cellaring Potential	5 years		