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WINTER 2010

2007 Reserve Shiraz A TOUGH YEAR – SMOOTH WINE

The 2007 growing season was one of the toughest in recent memory. The soil profile was still nearly empty of moisture prior to budburst thanks

to a very dry winter and spring where our vineyards had 25% of our average rainfall. These conditions led to low canopy vigour and most varieties set a small crop. In order to keep the vines growing we had to begin irrigation almost 3 months earlier

than usual. Since our supplies of water are limited and the rain hadn't filled our dam we had to ration our water from the outset to make sure we had enough to get through the whole season.

From the 19th of January McLaren Vale saw 55mm of rain fall over 3 days, it was as if the rain gods were

taunting us. This quenched the thirsty white varieties and finished off their ripening but some splitting occurred in shiraz vineyards further reducing the crop. With the dry conditions and low crop levels came an early start to harvest. We started picking the whites on January 24th and the first shiraz came off the vines on February 13th. The crops picked lighter than our estimates and in the wash up we only took around 40% of our total expected grape intake. However, the small crop load and berries produced some fantastic batches of wine with intense colour and flavour; there just wasn't a lot of it. Another upside of the early harvest was that it allowed me to have the whole Easter break off, for the first time in 17 years. This was very novel and allowed me to pursue two of my favourite pastimes - sleep and chocolate.

The batches from which the Reserve barrels were eventually selected shone out in our post vintage tasting, giving us hope that this tough year would indeed reward our patience and efforts. Over the coming months we nurtured these batches, changing their oak types, tasting, testing and watching them mature. Towards the end of 2008, as we tasted the barrels for the final time, I was sure we could not only produce a wine that lived up to the Reserve

SCOTT ZRNA
Winemaker

standard but was something that would be a bit special.

The 2007 Reserve Shiraz is still young but the bright primary fruit, creamy chocolate and roasted nut characters lend smoothness to the wine even though it still needs time to integrate the abundant fresh youthful tannins. This vibrant and exciting wine will come into its own in the next couple of years. Its poise and balance does allow it to be drunk now, but its intensity and structure will hold it in good stead for many years to come.

The 2007 Reserve Shiraz is the smallest blend produced, so far, due to the low yielding year which leaves us with limited stocks available. Already this 'pup' has won three International Gold Medals so you will need to get in early as it won't be around very long.



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CIRCLE MEMBERS DON'T FORGET!

Winter despatch please don't forget our cut off date for any changes is 6th July 2010. Also, if your credit card has changed or expired please contact us so you don't miss out.

New Releases



2008 DUET CABERNET SAUVIGNON MERLOT

One of the favourites from the Fox Creek portfolio, this rich, ripe, soft and complex wine is fabulous with food. The blend of Cabernet Sauvignon (78%) and Merlot (22%) is a fine example of the synergy that can be achieved when blending varieties. The fruit laden Merlot perfectly complements the Cabernet's tannins, balancing the wine and giving it structure and finesse.

For 19 months the Cabernet was barrel fermented in two and three year old American and French oak where the Merlot was barrel fermented in two year old French oak.

This wine has a herbaceous bouquet leading to aromas of sweet mulberries, roasted chestnuts, blackcurrants and black cardamom. The palate shows a soft juicy array of fleshy plum, cherries and blackcurrants with just a hint of mixed spice. The creamy mid palate is balanced with racy acid and soft textural tannins.

It can be enjoyed upon release however it will develop complexity with cellaring for up to 5-7 years.



2009 RED BARON SHIRAZ

The ideal ripening conditions in mid February and March last year meant the grapes developed great colour and flavour. The flavour ripeness occurred earlier than usual with most of the fruit being harvested at moderate sugar levels. Each batch was open fermented for 7-8 days on skins with low intensity pumpovers conducted to preserve the primary fruit flavours in the wine. The wine was pressed off and finished fermentation in tank and old oak barrels, with most batches spending part of their maturation time in French or American oak.

The wine has intense aromas of plum and cherries, interwoven with nutmeg, cinnamon, musk and vanilla bean. Flavours of fresh juicy raspberries, plums and cherries lead into vanilla custard with hints of toast, coffee and mocha. The soft ripe tannins complete the experience with a refreshing juicy finish.

As always, this wine is made to be enjoyed now while it is fresh, young and fruity.



2008 SHORT ROW SHIRAZ

This wine is selected from intense and powerful Shiraz parcels from our best McLaren Vale vineyard blocks. It has alluring aromas of black cherry, blackberries, plums, cinnamon and nutmeg. The soft plum and cherry front palate leads into a rich, creamy mid palate of cherries and caramel, all framed by integrated tannins and balanced oak. The fine blend of oak types and styles focuses the wine's power and leads to a clean, balanced finish.

The fruit for this wine was open fermented on skins for 8 - 10 days prior to pressing. Eighty percent of the wine underwent barrel fermentation in varying proportions of new and one year old French and American oak barrels for 20 months.

The components are selected for blending based on fruit intensity, richness, structure and integration of oak. This robust red will drink best between 2010 and 2015.



2007 RESERVE SHIRAZ

See front page.

Latest Accolades

The **2007 Reserve Shiraz** hasn't even left the premises and it has won a Blue Gold Medal at the *2010 Sydney International Wine Competition* and Gold Medals at both the *2010 WSA Wine Challenge (Singapore)* and the *2010 International Wine Challenge (UK)*.

The **2007 Reserve Shiraz** wasn't the only wine that won at the *2010 International Wine Challenge (UK)*.

The **2008 Short Row Shiraz** won a Silver medal and both the

2008 Duet and **2008 JSM** won Bronze medals. The **2008 JSM** also picked up Silver at the *2010 Decanter World Wine Awards* and the *2010 WSA Wine Challenge Awards in Singapore*.

Winestate has recently awarded five stars to both the **2007 and 2008 Short Row Shiraz** (July/Aug & May/June editions respectively) and 4.5 stars to the **2007 Reserve Shiraz** (July/Aug), **2008 Late Harvest Semillon** (May/June) and **Vixen** (July/Aug).

The **2008 Red Baron Shiraz** continues to appeal to palates around the world and has just been awarded the Number 1 Best Red Australian Wine in the Russian Wine Magazine "Imperiavkusa".

We are also proud to tell you that Fox Creek were one of three finalists in an Award for 'Innovation in a Product, Process or Service' at the 2010 Southern Adelaide Innovation Awards. This is in recognition of our braille and large print labels.

FOX CREEK RESERVE SHIRAZ VERTICAL TASTING 1994-2006

For those of you who have cellared our Reserve Shiraz here is a vertical tasting by Scott Zrna, our chief winemaker to give you an idea of how they are drinking now.

1994 RESERVE SHIRAZ

Appearance: Tawny.
Nose: Anise, smoky oak, leather, linseed oil, tarry & dusty.
Palate: Dried plum remnants, soft full structure, fine for its age.
Drinking: Prior. Still has significant interest.

1995 RESERVE SHIRAZ

Appearance: Tawny/brick red.
Nose: Herbal, menthol, crushed black cardamon.
Palate: Thin, tight, short & hollow.
Drinking: Prior.

1996 RESERVE SHIRAZ

Appearance: Brick red.
Nose: Hints of herbal characters, fruit strap, smoky oak, chocolate & vanilla bean.
Palate: Plum remnants, generous front & mid palate with a dusty finish.
Drinking: Prior, but still has some interest.

1997 RESERVE SHIRAZ

Appearance: Brick red.
Nose: Charry toast, leather & dark chocolate.
Palate: Rum and raisin, big toasty oak & a slightly dry astringent finish
Drinking: Prior, but still has some interest.

1998 RESERVE SHIRAZ

Appearance: Brick red.
Nose: Perfume, confectionary musk with a herbal edge & smoky oak.
Palate: Full rich & ripe, firm oak tannin finish.
Drinking: Still drinking well but reaching the end of its window.

1999 RESERVE SHIRAZ

Appearance: Tawny/brick red.
Nose: Herbal, rum & raisin, dark chocolate.
Palate: Sour cherry, charry oak, warm with a firm oak tannin finish.
Drinking: Prior.

2000 RESERVE SHIRAZ

Appearance: Brick red.
Nose: Smoky toast, liquorice, menthol & leather
Palate: Soft entry, light mid palate, dry oak tannin finish
Drinking: Prior.

2001 RESERVE SHIRAZ

Appearance: Deep cherry red.
Nose: Dark chocolate & spice, soft prunes, black cherry & leather.
Palate: Hints of cherry and plums, creamy vanilla mid palate with firm structural tannins to finish.
Drinking: Heading towards the end of its window.

2002 RESERVE SHIRAZ

Appearance: Brick red.
Nose: Dark choc-mint, leafy herbaceousness, cinnamon & nutmeg.
Palate: Rich & full, hints of cherry & raspberry conserve finishing with charry oak & a good structure.
Drinking: Sitting at mid window.

2003 RESERVE SHIRAZ

Not produced

2004 RESERVE SHIRAZ

Appearance: Deep cherry red.
Nose: Plums, mulberry & dark spices.
Palate: Plums & cherries, roasted chestnuts, a big full structure with the tannins beginning to soften.
Drinking: Early into its window.

2005 RESERVE SHIRAZ

Appearance: Deep garnet.
Nose: Plums, dark chocolate, vanilla, liquorice & dark spice.
Palate: Rich plums, black cherry, long full & balanced palate.
Drinking: Early into its window – winemakers' personal favourite.

2006 RESERVE SHIRAZ

Appearance: Bright cherry red.
Nose: Plums & cherries, vanilla, chocolate, mixed spice, & toasted nuts.
Palate: Silky smooth palate with lashings of bright red fruits & integrated tannins make the structure very approachable early on.
Drinking: Window is just open – exceptional wine from a great vintage.

These recommendations are to our wine-maker's taste and storage conditions always influence cellared wines.

All the moods of the Baroque



ADELAIDE
BAROQUE

Most people recognise that fine wine and excellent music are a perfect match. So it is with Fox Creek's sponsorship of the *Adelaide Baroque 2010 Subscription Concert Series*. Since 1977 Adelaide Baroque has established a tradition of leadership in the field of early music, and like Fox Creek, they are committed to excellence in everything they undertake.

As proud sponsors of Adelaide Baroque's 2010 Subscription

concerts, Fox Creek are pleased to be able to offer a **Special Ticket Price to these concerts. All Wine Club members can buy tickets at the Concession Price of \$25 – a saving of \$10 per ticket. To take up this offer, you must book in advance through on BASS 131 246 and simply mention the password "Fox Creek"**.

The **Triumph** concert on Sunday 29 August, 3.00pm at St John's Church, Halifax Street features soprano Tessa Miller, and guest artist from the Adelaide Symphony Orchestra, Martin Phillipson on natural trumpet. Ben Dollman [violin], Hilary Kleinig [cello] and Glenys March [harpsichord] complete the ensemble.

Invention on Sunday 24 October, 3.00pm at Pilgrim Church, shows the innovative side of Baroque music. Featured performers are Emma Horwood [soprano & harp], Jayne Varnish and Lynton Rivers [recorders], Emma Luker [violin], Catherine Finnis [gamba/cello] and Glenys March [harpsichord].

For more information on the concerts, go to www.adelaidebaroque.com.au



Winter 2010 Mixed Dozen

The Fox Creek Circle Mixed Dozens for Winter 2010 are listed below. If you require any changes to your mix or would like to add to your order please contact us by **Tuesday 6th July** as despatch will start on Wednesday 7th July.

Those who have ordered single variety dozens for Winter will receive them at the same time. If your credit card has changed or expired please contact us so you don't miss out.

WHITE DOZEN

- 2009 Shadow's run Sauvignon Blanc
- 2008 Verdelho
- 2008 Chardonnay
- 2008 Late Harvest Semillon

Mail Order Price **\$190.00**
Fox Creek Circle Price **\$163.00** delivered



RED DOZEN

- 2008 Shadow's run Shiraz-Cabernet Sauvignon
- 2009 Red Baron Shiraz
- 2008 Shiraz-Grenache-Mourvedre
- 2008 Duet Cabernet Sauvignon-Merlot
- 2007 JSM Shiraz-Cabernet Sauvignon-Cabernet Franc
- Vixen Sparkling Shiraz-Cabernet Sauvignon-Cabernet Franc
- 2008 Short Row Shiraz
- 2008 Reserve Merlot
- 2008 Grenache-Mourvedre 'Barrel Selection'

Mail Order Price **\$266.00**
Fox Creek Circle Price **\$229.00** delivered



MIXED DOZEN

- 2009 Shadow's run Sauvignon Blanc
- 2008 Verdelho
- 2008 Chardonnay
- 2008 Late Harvest Semillon
- 2008 Shadow's run Shiraz-Cabernet Sauvignon
- 2009 Red Baron Shiraz
- 2008 Duet Cabernet Sauvignon-Merlot
- 2007 JSM Shiraz-Cabernet Sauvignon-Cabernet Franc
- Vixen Sparkling Shiraz-Cabernet Sauvignon-Cabernet Franc
- 2008 Short Row Shiraz
- 2008 Reserve Merlot

Mail Order Price **\$240.50**
Fox Creek Circle Price **\$206.00** delivered



Tales from a Battered Suitcase

PAUL ROGERS
General Manager

Whenever I go overseas on business I am always told how great it must be. I recently returned from a five week trip to Asia and Europe and instead of telling you how well our wines were received I thought I would give you some insight into how these trips sometimes don't go as planned!

The aim of my trip was to concentrate on our two biggest export markets, Sweden and Russia. To reduce costs, I organised my own flights and accommodation on the internet. Travel to Russia meant I needed to organise a visa and this was quite time consuming as special travel documentation is required to prove that return flights and accommodation are booked and that you have a letter of invitation from the hosting company.

Due to delays in receiving some of this paperwork, I was unable to apply for the visa before I left, as the process takes 10 days. Fortunately I have dual nationality with Great Britain so I knew I could apply for a Russian visa in London, where it is usually processed overnight.

Two days before my departure, my British passport still hadn't arrived which I had applied for six weeks earlier. Apparently my passport was still in England and wouldn't arrive in Adelaide until *after* my departure. Due to the original paperwork stating that the passport needed to be posted to Adelaide, I was unable to arrange to pick it up in London.

As I was spending a week in China before heading to England, I had time on my side and arranged for a friend to post the passport to me in England.

While visiting my family in England my wife, Georgy, and I flew to Copenhagen to catch up with our Danish distributor, The Wine Company. The trip was very successful but just before we boarded the plane back to the UK, my parents informed me that a volcano had erupted in Iceland and that English airspace was going to be closed at midday. Our flight was scheduled to land at Heathrow at 12.30pm but thankfully the pilot put his foot down and our flight was the last plane to land before they closed the airspace.

I then headed to the Russian Embassy in London to organise the visa. I didn't realise it would take three hours to travel 12 miles by car across London which meant the embassy was closed by the time I arrived. I caught the tube the next day and finally organised the visa. The volcano in Iceland continued to cause delays and after a week of the airspace being closed around Europe, my flight to Stockholm, Sweden was finally cancelled.

The cancelled flight to Sweden was a real problem and one that proved to be impossible to get around. I spent an entire day on the internet and phone trying to find alternative means of travel. The best solution I came up with was to catch a ferry to the Netherlands then a train via Brussels, eventually arriving in Stockholm three days later – one day before I was due to

leave for Russia! Eventually Heathrow opened but Stockholm didn't, so the Sweden visit has been rescheduled for later this year.

I managed to get a flight to Moscow a few days earlier than planned and en route heard about a couple of bombs that had gone off in Moscow's train stations. Regardless, business in Moscow was great. I thought everything would continue to go well as I jumped on a high speed train to Saint Petersburg. Our Russian distributor had planned my itinerary and booked my travel so, what could possibly go wrong?

I caught the late night train back from Saint Petersburg to Moscow. However, instead of the high speed train back to Moscow, I was on a shared overnight sleeper so what was usually a 3 hour trip was now a 9 hour torture session with a large Russian who snored at a decibel higher than I thought possible.

Arriving in Moscow, I was whisked off to the airport to discover our flight wasn't leaving for another 5 hours! To make things worse the plane we were boarding looked like it had been used for cargo flights in WWII. However, I always like to find a positive in bad scenarios, and this one was the scenic view due to the plane flying just above the tree tops. It was scary but amazing. When the plane finally landed we were told to stay seated and the passengers applauded the pilot and the crew as they left the plane.

Don't get me wrong, I love visiting our overseas markets but sometimes getting there isn't as easy as you'd imagine.

HAPPY 21ST BIRTHDAY TO WAKEFIELD PRESS



Wakefield
Press

Fox Creek and Wakefield Press have had a working partnership and friendship for over 7 years now. This year

is Wakefield Press' 21st birthday and these celebrations mark the survival of an increasingly threatened bird, an independent Australian book publishing company. From publishing just two books in 1989 Wakefield Press now release 40-50 titles per year in an incredibly diverse range of subjects and

genres, totalling around 500 titles published to date. Wakefield Press is now a leading independent Australian publisher, often hitting best-seller lists and regularly winning literary, design and production awards.

To help Wakefield Press celebrate their birthday they are kindly offering our Wine Club members a 20% discount on any of their books. You can either order online or call into their office at 1 The Parade West, Kent Town. Please mention the codename 'Shadow'.

To order online go to www.wakefieldpress.com.au and click on the To Register button (on right of home page of website). Complete the online registration form and then click on the book title you wish to purchase. This will take you to the Shopping Cart. Scroll down to 'Redeem a discount coupon' and type in: Shadow (not case sensitive). The price will show the discounted sub-total. Proceed to checkout. Purchases of \$49.90 and over (after the discount), also receive free postage (within Australia).

On the Brink with a Drink

Fox Creek Wines and Brink Productions continue their enterprising partnership in 2010 with offers from Brink to you.

The award-winning theatre company has been busy launching a new look, developed in collaboration with leading integrated communications company slipperyfish.

Up next on stage for Brink Productions is the dark and delicious *Harbinger* by Matthew Whittet. The world premiere of this Brink-commissioned work opens 31 August and plays through to 11 September at Space Theatre.

It's a 'boy meets girl, girl eats boy' love story with a surprising twist in the tale. A mystery. A thriller. Think David Lynch meets Flight of the Conchords. Think David Bowie and 'Oh You Pretty Things'. Think a saving of \$7.50

off full price tickets, as Brink offers Fox Creek Wine Club members a first bite of *Harbinger!*

To enjoy the funniest and juiciest theatre experience of 2010 book now at BASS on 131 246 and quote "Vixen". The Fox Creek wine club price of \$46.50 is valid for shows on Monday to Thursday or Saturday matinees.

Book now before others bite!



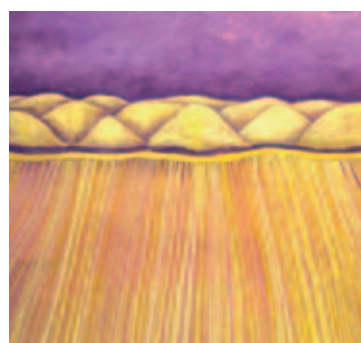
Photograph Meg Hansen
Image Linehan Scott Design



EXHIBITION AT CELLAR DOOR PAT DANVERS

July and August 2010

I always wanted to paint. I worked at White Studio Exhibition Gallery in Beaumont Common earlier on but somehow my fears and life's vicissitudes held me back. I started painting after the death of my mother and was encouraged by another successful painter. The decorative art of William Morris and painters like Rousseau have influenced me. Most of all I like to tell a story. In earlier works the circus and cakes became a vehicle to express life situations (tongue in cheek) and the phantom appeared as an observer. This exhibition of landscapes reflect my time in the southern vales district and I am presently working on icons of the landscape.




fox creek
wines

SEE YOU AT THE CELLAR DOOR SOON!

Cellar Door is open for tastings between
10am and 5pm seven days a week.
Malpas Road, McLaren Vale.