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Brink offer – Melbourne

Fox Creek Puts Braille & Large Print on Wine Back Labels

Did you know around half a million Australians are vision impaired including 50,000 who are blind and 4,000 of whom have a form of deaf blindness. The total of Australians who are blind or vision impaired is estimated to increase to nearly 800,000 (by 60%) by 2024 (in fifteen years).¹

The idea of braille and large print on the back labels of our wines occurred to me when a dear friend with 20:20 vision underwent what is considered a relatively minor operative procedure. Unfortunately a blood clot formed during the procedure and damaged the part of his brain that affects vision. He lost visual acuity, the distinction between colours and had to relearn how to read and write. One day when he described what it was like trying to choose one laundry detergent from another in the supermarket I suddenly became acutely aware that businesses should all strive to help bring greater independence to the lives of the visually impaired. In short, include all people with sight impairments and help make their lives easier and more enjoyable. Wine is the most civilized and social of drinks so it is only right that everyone have a seat at the table.

With this in mind we set about investigating this new technological challenge. Our innovative label printers, Studio Labels rose to the challenge and worked closely with us and Andrew Daly from the Royal Society for the Blind to make sure we got it right. Studio Labels have also helped make this a reality by covering the cost of all the new printing plates required and, of course, spending the time necessary to develop their braille label 'technology'.

Our first three wines with braille and large print on their back labels are the 2009 Shadow's run Sauvignon Blanc, 2008 Red Baron Shiraz and Vixen. As the other 11 wines in our portfolio come up for bottling all will receive the same treatment. We hope we may have increased our audience and helped open other's eyes to the possibility.

KRISTIN McLARTY
Marketing Manager

¹ *Clear Insight, The Economic Impact and Cost of Vision Loss in Australia, an Overview, Access Economics for Eye Research Australia, 2004*

CIRCLE MEMBERS DON'T FORGET!

If you have an order for Spring despatch please don't forget our cut off date for any changes is 31st August 2009. Also, if your credit card has changed or expired please contact us so you don't miss out.

STOP PRESS

OUR 2006 RESERVE SHIRAZ HAS JUST RECEIVED ANOTHER GOLD MEDAL AND THE AWARD FOR THE BEST AUSTRALIAN WINE AT THE 2009 JAPAN WINE CHALLENGE, THE BIGGEST AND THE MOST SIGNIFICANT INTERNATIONAL WINE COMPETITION IN ASIA. OUR JAPANESE DISTRIBUTOR, FARMSTONE, ALSO WON THE AWARD FOR THE BEST IMPORTER FOR THE THIRD TIME. PICTURED BELOW ARE HER IMPERIAL HIGHNESS, PRINCESS TAKAMADO (CENTRE) PRESENTING THE AWARDS TO FARMSTONE'S MANAGER, MR HIROMI ISHIDA AND HIS WIFE, MRS CHIAKI ISHIDA.



New Releases



2007 SHORT ROW SHIRAZ

This deep garnet coloured wine with purple hues is made from intense gutsy Shiraz parcels from some of our best McLaren Vale vineyards. Seductive aromas of cinnamon and cloves supported by vanilla, cherries and dark chocolate make you anxious to taste. The soft fruit driven front palate leads into a lovely mid palate of cherries and plums nicely framed with textural tannins and toasty oak. The blend of oak used tempers and balances the wine's power. The fruit for this wine was fermented on skins for 7-10 days with 80% of the wine undergoing barrel fermentation in varying proportions of new and one year old French and American oak barrels for 20 months. This robust red will drink best to 2014.



2009 SHADOW'S RUN SAUVIGNON BLANC

It has almost been a year since Shadow left his post as Fox Creek's Ambassador but his spirit lives on. Shadow's new white wine from the 2009 vintage is a Sauvignon Blanc with traditional aromas of lemongrass, lime juice and lantana. Enjoy the soft juicy fruit driven palate with flavours of grapefruit, kiwi fruit and pineapple with a clean refreshing finish. Dedicated to our friend Shadow, please enjoy it with your friends.

Shadow's Facebook Competition



Last newsletter we ran a competition for our dog lovers who were asked to post their most memorable four legged tale (dog only) on Shadow's Facebook Group page. To view please go to the link on the Fox Creek website's home page.

The entries were all quite different so it was hard to choose two winners but after much deliberation and a staff vote the winners were given the good news.

1st prize of two cases of 'Shadow's run' was won by Meg Rohen, whose working dog Gandalf (see pictured above) constantly provides her with protection.

"My Gandalf is a working dog, like Shadow was. He even looks just a bit like Shadow. Gandalf's job is to look after me. He has been trained to tell me about all the sounds around me, a necessary thing since I lost most of my hearing a while ago. He also trained himself to do something else--he knows if I am about to have an attack of vertigo, and he tells me about it. He herds me, nudges me and generally tries to get me to GO TO BED NOW. I ignored him once, and spent three weeks in a very sorry

state. Gandalf never left my side. Recently I woke up with his warm fuzzy body wedged next to me. When I opened my eyes, the room was spinning. I got the message and didn't move again until Gandalf unwedged himself. He is a true friend and protector."

Phil Latz's well travelled friend won him 2nd prize, a case of 'Shadow's run'.

"The gold exploration company I serviced with my 3 passenger chopper in the jungle covered mountains behind Suva, Fiji, had spread its area of operation. Some days I visited numerous helipads on their lease. The camp dog, a friendly imported creature, often followed the workers. One day I dropped into an outstation helipad to collect a geologist and both he & the dog got in. 'Don't worry, I'll hold Taffy's collar.' he said After takeoff I turned my head & saw Taffy sitting quietly on the floor, unrestrained. I'm sure he attempted a smile to reassure me that he would behave. After that flight Taffy often travelled with me, sometimes the only passenger, using the helicopter as his personal transport. He often waited for me at outstation pads & when I opened the door, jumped in & behaved like a perfect mute passenger. Sometimes he politely declined to get off for several stops before leaving me to pursue his doggy interests. He never put a paw wrong."

Even though the competition has closed we would still love to hear all your stories.

MELANIE MUNT



Journey to the West by Guangzhou Acrobatic Troupe from China for the OzAsia Festival.



Dr Max Lake (1924 to 2009)

I am unsure just how many of our regular readers know of Max Lake, a Hunter Valley vigneron, winemaker and former surgeon who published several books on wine, food, surgery and his studies of aroma and flavour. Sadly Max died in April.

His association with Fox Creek is that he opened our Cellar Door cottage in October 1995. Max was invited because of his surgical career, his passion for wine and food and because he had developed a vineyard and winery named Lake's Folly in New South Wales.

One of Dr Lake's publications in 1994 'Food on the Plate, Wine in the Glass' is still available and highly recommended to those of you interested in the analysis of aroma and flavour of wine and food.

Here are some of Dr Lake's 'Laws of Flavour'

Less is more: A paradox of any pleasure. Flavour is best enjoyed at threshold (just able to be perceived). This law highlights the beauty of simplicity. There are rare exceptions. More can rarely be more. Appetite influences threshold.

Corollary: Positive (enjoyable) aromas have negative (repellent) levels. There is wide individual variation between what is a tempting whiff and what proves to be a sickening excess of the same substance.

What we eat tastes of what it eats: Flavour of living things derive from their food source.

Mood subdues: Memory, emotion and ambience influence appreciation. The attention span must be switched on to flavour or it is not perceived. Simple as that. How often have you looked at your empty glass or plate with no idea of the flavour, after a riveting table exchange? Pay attention! You owe it to the cook.

Sight dominates smell: (except an override like the warning smell of burning). The eye has the first bite. Like the lady who had an asthma attack from imitation flowers, the natural ones to which she was sensitive.

Mixtures in excess of 3-5 cancel:

The average person can identify three separate aromas in a mix. A trained sniffer rarely exceeds five. A perfume nose may get even more. Like colour mixes, an excess goes grey.

Taste is the frame, smell the cladding of flavour:

Think of the internal girder structure of a building. Sweet taste increases perception of fragrance. Umami enhances flavour. Sourness lifts the middle flavour. Low acidity flattens it. The sequence of perception of the individual components defines the pattern of sensation which we call a flavour. The senses of taste and smell combine in the brain to give flavour its structure.

And finally to quote Max,

"Life finally comes down to the six Fs. The prior drives have evolved from the calls of four of them, flight, fight, food and mate. The other two, flavour and fragrance, silhouette the enjoyment of food and the allure of love. Shortly, the table becomes one of the hallmarks of civilization. Families are nourished, friendships flourish, gentle commerce is fostered, and amours all but consummated.

The shared table has become my religion, one that is possibly 10,000 years old. Break bread and share drink with a stranger and you will never want to harm them, nor they you."

JIM WATTS

Managing Director
(and retired surgeon)

FOX CREEK PARTNERS WITH OZASIA FESTIVAL IN 2009



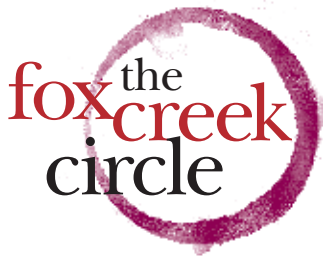
Adelaide Festival Centre's third annual **OzAsia Festival** runs from **3-17 October** and is a celebration of Australia and Asian cultures offering a range of creative delights. With cross-cultural theatre, dance and music performances, visual arts, film, food and a full-day Symposium, there is plenty for all to enjoy. OzAsia Festival begins with the Moon Lantern Festival, a free family event in Elder Park on the banks the River Torrens. Come along to watch Zorro the Fox parading alongside the Fox Creek lantern, enjoy a variety of multicultural performances, sample tasty Asian treats at the different food stalls, try out different workshops and watch all the lanterns light up Elder Park at dusk.

We are delighted to be the wine partner for the festival as we are able to offer our Wine Club members exclusive special offers for the following OzAsia Festival shows: Akram Kahn Company's Bahok – globally inspired dance; Into the Fire – a fusion of Western jazz and South Indian classical Carnatic traditions and last but not least, the Guangzhou Acrobatic Troupe of China's Journey to the West – the adventures of the Monkey King.

Simply mention 'Foxy' when booking with BASS on 131 246 and pay the concession rate for these shows. For the full OzAsia Festival program visit www.ozasiafestival.com.au



Jim and Max raising the flag at the opening of Cellar Door in 1995.



Spring 2009 Mixed Dozen

The Fox Creek Circle Mixed Dozens for Spring 2009 are listed below. **If you require any changes to your mix or would like to add to your order please contact us by Monday 31st August despatch will start on Tuesday 1st September.**

Those who have ordered single variety dozens for Spring 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

- 2007 Shadow's run Unwooded Chardonnay
- 2009 Shadow's run Sauvignon Blanc
- 2008 Verdelho
- 2008 Chardonnay

Mail Order Price **\$174.00**
Fox Creek Circle Price **\$150.00** delivered



RED DOZEN

- 2007 Shadow's run Shiraz-Cabernet Sauvignon
- 2008 Red Baron Shiraz
- 2007 Shiraz-Grenache-Mourvedre
- 2006 Duet Cabernet Sauvignon-Merlot
- 2007 JSM Shiraz-Cabernet Sauvignon-Cabernet Franc
- Vixen Sparkling Shiraz-Cabernet Sauvignon-Cabernet Franc
- 2007 Short Row Shiraz
- 2006 Reserve Shiraz

Mail Order Price **\$280.50**
Fox Creek Circle Price **\$242.50** delivered



MIXED DOZEN

- 2007 Shadow's run Unwooded Chardonnay
- 2009 Shadow's run Sauvignon Blanc
- 2008 Verdelho
- 2008 Chardonnay
- 2007 Shadow's run Shiraz-Cabernet Sauvignon
- 2008 Red Baron Shiraz
- 2006 Duet Cabernet Sauvignon-Merlot
- 2007 JSM Shiraz-Cabernet Sauvignon-Cabernet Franc
- 2007 Short Row Shiraz
- Vixen Sparkling Shiraz-Cabernet Sauvignon-Cabernet Franc

Mail Order Price **\$227.50**
Fox Creek Circle Price **\$194.50** delivered



Latest Accolades

You may remember we announced in our last newsletter that we had just received a Gold Medal for our **2006 Reserve Shiraz** at the Decanter World Wine Awards. Well, we've done it again and snatched another Gold Medal, this time at the International Wine Challenge in the UK.

There were over 9,500 wines entered from all over the world in this year's International Wine Challenge. Wines were tasted 'blind' (label is hidden) over a rigorous two weeks and judged out of 100 points. To win a Gold Medal a wine must achieve between 95 & 100 points. Australia came an impressive second in the overall Gold Medal count, taking second place behind France.

Our new release **2007 Short Row Shiraz** also impressed judges winning Silver at both shows. So a big pat on the back for us!

Our other wines have also been receiving lots of favourable press as well.

2007 JSM Shiraz Cabernet Sauvignon Cabernet Franc Winestate Magazine, July/August 2009.

"Very stylish wine, with lovely sweet ripe fruit and complementing oak framing it. Great flavour depth and drying oak tannins. A keeper."



2008 Red Baron Shiraz Winestate Magazine, July/August 2009.

"Simple mulberry nose with some spicy notes. Big, rich palate with lifted fresh fruit and mouth-watering acidity. Very nicely rounded for a young wine."



Franz Scheurer of Australian Gourmet Pages review (June 2009) of our **2006 Reserve Shiraz** was so good we couldn't have written it better ourselves.

"This wine is much better than the \$70 RRP price tag might lead you to believe. It's over-delivering in every aspect. This is a big McLaren Vale Shiraz and it's worth decanting and giving it a bit of air. There is reasonable sediment in the bottle, so be careful when you decant it. The wine teases your nose with

dark berry and master stock aromas and literally explodes in a flavour fanfare in the mouth. It fills every nook and cranny and pushes every sensor receptor into over-drive. Dark berries are confirmed on the palate, with rich flavours of meaty, caramelised root vegetables cooked in a veal glaze. It's rich, it's substantial, it's very 'New World' and it's glorious. I'd happily pay double the asking price to get my hands on this one."

The Big Red Wine Book by Campbell Mattinson and Gary Walsh was released on the 1st June 2009 and reviewed the following wines.

2006 Reserve Shiraz *"decadent wine and fully satisfying"* 94 points.

2007 Shadows run Shiraz-Cabernet Sauvignon *"we called the 2006 a gift to red wine drinkers and bless its tasty heart; this is in the same mould"* 89 points.

2007 Shiraz Grenache Mourvedre (SGM) *"lovely red wine drinking"* 90 points.

The **2007 SGM** was also reviewed in Grazia on 6th July 2009 by Greg Duncan Powell.

"The GSM blend is renowned for its easy drinkability and this is no different. It shows off warm spicy fruit with a smooth roundness and no harsh edges. Will handle a wood fired pizza as well as meaty pasta."

INTRODUCING MATT MURRAY OUR NEW SALES MANAGER



Matt was introduced into the Wine Industry at a relatively young age after following in the footsteps of his late father, Peter. His passion to be involved in the wine industry led him to take on wine marketing at Roseworthy College. During this period he was also working in the wine retail sector where he had the opportunity to develop his palate through the constant evaluation of wines.

Matt previously worked for Rosemount, (when they were under ownership of the Oatley family) and Tucker Seabrook which gave him an opportunity to work closely with developing brands. Matt has recently returned after living in London for three years where he gained the bulk of his European wine knowledge after working with the Italian company 'Enotria' and the French company 'Patriarche'. During this time Matt took the opportunity to travel around Europe and the United States with his fiancé Schona.

Matt has always been a big supporter of Fox Creek Wines and is proud to be able to further develop his skills in the heart of one of the world's best wine regions. His easy going nature and his determination to succeed are a perfect match to the Fox Creek philosophy.

BATTLE OF THE CHAMPIONS 2009

Each year Fox Creek sponsors the Adelaide Hills Kennel Club's 'Battle of the Champions'. This is a major competition in the South Australian dog event calendar. Judged by one local and two interstate 'All Breeds' judges. This year's Best in Show winner was the same Lhasa Apso that won last years Battle – Aust & Am Ch Ta Sen Bond James Bond (Imp USA) – pictured with Michael Camac, Lyn Roberts from Fox Creek Wines and Judges Nick Gouzou, Margaret Giles and Lyndall Black.



EXHIBITIONS AT CELLAR DOOR

A TASTE OF SHEP

An exhibition by Neil Sheppard
– September & October 2009

Kangaroo Island artist, Neil Sheppard (alias Shep), will present his new exhibition – **A Taste of Shep** – which is an eclectic mix of styles and colour. An extremely versatile artist, Shep was a pen and ink artist from boyhood, then in 1998 began painting – firstly in acrylic, and later in oils and mixed media. His subjects range from rustic rural sheds and nostalgic heritage buildings, misty landscapes, arresting seascapes, vibrant contemporary and abstract.

'Shep' lives on Kangaroo Island at Bay of Shoals, only 10 kilometres from Kingscote, in a stone and strawbale house he built himself. Adjacent to his home is his studio and gallery, Shep's Studio and in the main street of Kingscote his gallery, Shep on Dauncey also showcases his range of styles.



When the Rain Stops Falling IN MELBOURNE

Fox Creek Wine Club members have one final opportunity in 2009 to catch Brink's award-winning production of *When The Rain Stops Falling*.

Presented by Melbourne Theatre Company in association with Melbourne International Arts Festival, **a limited number of tickets have been made available to Fox Creek Wine Club members at the exclusive discount price of \$52 (that's 10% off the full price ticket) for performances on Friday 9 Oct, 8pm and Saturday 10 Oct, 2pm and 8pm at MTC Theatre – Sumner, 140 Southbank Boulevard, Melbourne.**

To take advantage of this exclusive offer call the MTC box office on (03) 8688 0800 and mention the password '**Fox Creek**'. Offer is available until 28th August or while tickets last. **Book Now!**



Brink Productions *When the Rain Stops Falling*. Photo: Earl Carter.

SEE YOU AT THE CELLAR DOOR SOON!

Cellar Door is open for tastings between
10am and 5pm seven days a week.

