

INSIDE THIS ISSUE

New Releases – 2007 JSM

Shadow's Spirit Lives On

Red Baron and Reserve Shiraz on Qantas

Brink Offer



AUTUMN 2009

Fox Creek and The Arts



WOMADelaide photography this page by Tony Lewis.

Fox Creek is quite active in supporting the arts and I am often asked why. Firstly we find it is a wonderful way to get our wine in front of a community who already enjoy works of art! We also like to be able to pass on benefits to our loyal customers (see WOMADelaide offer right). Fox Creek could pay to have glossy advertisements in magazines but we feel we get better "bang for our buck" by helping foster the development of arts and thereby further enriching our culture so that, ultimately, the audience (which is you and me) wins. In the long term as a company we believe it demonstrates that we are here for the long haul and that we are involved with the community. I also believe it gives us a competitive advantage in an already crowded wine market and it aligns our

product with one of our target markets. Also, from partnerships forged there often comes further opportunities for cross partnerships.

From a selfish point of view we at Fox Creek are exposed to some of the best arts culture Australia has to offer which of course makes it very hard to say no when it comes time to reconsider ongoing partnerships. At the moment we sponsor WOMADelaide, The Adelaide International Guitar Festival, Wakefield Press, Brink Productions, The Fleurieu Biennale, Flinders University City Gallery, Southern Theatre and Arts Supporters (STARS), Off the Slate Gallery, the Flinders Medical Centre Arts in Health Program and numerous art exhibitions around Australia.

Of course we do not exclusively sponsor the arts and do have science partnerships as well. I would encourage all businesses to forge mutually beneficial partnerships to help build a successful brand, meet good corporate responsibility objectives and ultimately benefit everyone. Also, bear in mind that in these impending difficult financial times we are going to need the arts more than ever!

KRISTIN McLARTY
Marketing Manager

WOMADelaide 6-8 MARCH 2009

For one weekend each March, thousands of people from across Australia gather for WOMADelaide, to be enlightened and entertained by performances by musicians, dancers, street theatre and visual artists from all corners of the globe. Adelaide's stunning Botanic Park will once again be transformed for two days and three nights, showcasing 380 spectacular artists from more than 30 countries. Seven open air stages alongside over 100 international food, crafts and display stalls, street theatre, performance installations, visual arts, KidZone, forums and four bars which will all be serving Fox Creek wines.

As proud sponsors of one of Australia's cultural highlights we are pleased to be able to offer all Fox Creek Circle and Wine Club members a 20% discount on ticket prices. To take up this offer you must ring 1300 304 072 to book your tickets and mention the password "Vixen". This offer is limited to 4 passes per person and is available by phone only. Do not delay as tickets are selling fast.

For more information on what is on offer see www.womadelaide.com.au

CIRCLE MEMBERS DON'T FORGET!

If you have an order for Autumn despatch please don't forget our cut off date for any changes is Friday 27 February 2009. Also, if your credit card has changed or expired since your last order please contact us so you don't miss out.

New Releases



2007 JSM SHIRAZ-CABERNET SAUVIGNON-CABERNET FRANC

The 2007 JSM is a vibrant garnet red colour with aromas of red fruits from the Shiraz (77%), blackcurrant from the Cabernet Sauvignon (16%) and a subtle lift of violets from the Cabernet Franc (7%). Integrated nutmeg and spicy oak from the barrel fermentation adds complexity.

The palate is soft and enticing. Once in the mouth the flavours expand to a multi-layered explosion of strawberry and blackcurrant with a spicy element from having spent time in oak. The juicy mid palate is balanced by ripe tannins and texture.

The Shiraz for this blend was selected for fruit richness and elegance, the Cabernet Sauvignon for ripe round tannins and length and the Cabernet Franc batches for aromatic lift and fruit weight. All three varieties were matured in 1 to 3 year old French and American barrels for 16 months prior to blending.

This is a great drinking wine of complexity and substance that can be enjoyed now but will also reap the benefits of cellaring for 2 to 5 years.

WHAT A DRINK!

At Brisbane's **2008 Good Food and Wine Show** in November last year we ran a competition and the prize was a Double Magnum of our Gold Medal winning 2001 Reserve Shiraz (valued at \$550). Laurel Vize from Queensland was the lucky winner and we hope she has a few friends to help share her three litre prize!

20 Years of Winemaking

When I was a young whipper-snapper at the ripe old age of 17, and too young to drink (legally), I did my first vintage. It was a baptism of fire to some extent. I was straight out of school, sporting an impressive mullet and Oakley mirror sunnies (all the rage) and was thrust into the real world with 50 odd 30 to 60 year old bikies, yobbos, family men, and cigarette smoking winemakers.

Ahh, 1990 – it was the dawn of a new era and soon after cosy little cottage winemaking in Australia became the talk of the world. The 1990 Grange Hermitage (as it was then called) was being fermented, grunge and Nirvana were underground, Shiraz was a much maligned variety that wineries could sell and I was trying to work out the difference between a two inch double male fitting and a two inch double female – who knew cellar work was so gender specific?

Now, twenty vintages later and heading towards my sixth at Fox Creek, I've seen the wine industry experience some of the most rewarding and exciting years and also some of the most challenging. Back then, water was freely available – just turn the tap on, start the pump and drop in the yabby nets after the flood. Now, over allocation and poor infrastructure in the cities means luxury goods like grapes for wine are under significant scrutiny and pressure to improve efficiency. In the meantime, the global outlook for exporting wine is mediocre, with many economies suffering the repercussions of the global economy. Domestic consumers of course reap the benefits of a wine industry that has grown exponentially in the past 20 years and one that is pushing the limits of oversupply.

I have always maintained that a winery can best insulate itself from the vagaries of economic booms and busts by maintaining its integrity. This means maintaining and improving our quality through thick and thin, through tough vintage and fantastic vintage, and



delivering to the consumer a great wine at each price point. At Fox Creek I believe we have done this, and the wines available these days need to be a lot better than they were 15 years ago just to compete with the other 2000 plus wineries in Australia, not to mention the Kiwi's and other imports.

Where are we headed? – I think the next 20 years will see rationalisation of grape growing and winemaking areas and regions will be sustainable and selective in the varieties they grow and market. The good news for McLaren Vale is that it is Shiraz central, and I think as the water availability and warmer conditions continue to impact the Barossa Valley, McLaren Vale will prosper. The region has been proactive in sustainable water use, utilising recycled water for a significant vineyard area, effectively drought proofing the district. The future will see vines planted in the past 15 years reaching maturity and producing moderate yielding fantastic fruit that will be the core of our export and domestic wines. We will get back to the mature vines we had prior to the vine-pull scheme of the 80's and have all the grape growing and winemaking experience that made Australian wine the 'next best thing' of the 90's.

Who knows, maybe even mullets will be all the rage again...

CHRIS DIX
Head Winemaker

Why Are We Grafting Grape Vines?

Fox Creek have grafted over a small block of Chardonnay to Shiraz in an effort to better meet winery needs and keep pace with the ever-changing popularity of wine varieties. This is the wonder of grafting as any grape variety can be grafted onto another and save around 2 to 3 years in achieving mature cropping levels. There are 3 methods of grafting – T Bud, Cleft or Chip Bud. Chip budding is the most common because of its high success rate. Almost any combination is possible as long as the mother trunk diameter is above the size of a 10 cent piece. Essentially a carefully selected bud of desired vine material is inserted into a cut in the trunk of the cut off vine (rootstock). The bud is placed directly into the phloem (food) vessels of the mother vine and secured with tape.



A successful strike will also depend on compatibility of the scion (bud) and the stem of the mother vine (rootstock). Virus testing should also be conducted on both of these grafting materials. If either has a virus they cannot be successfully grafted. The optimal time for grafting in McLaren Vale is October to December when soil is semi dry and any risk of frost has passed.

Vineyard preparation consists of removing the top of the vines (in this case the Chardonnay) and wires. The trunk is then cut 10-15cm below where the new cordon wire will be and the wound must be treated immediately. Fox Creek used an organically registered

Trichaderma wound treatment. De-barking around the graft point – about 4cms below the cut (see picture) is required depending on the rootstock variety.

Securing the grafted bud with tape should be done immediately as the rate of growth is usually fast after bud burst because of the established mother vine root system. Training of the vines around the strings (which run from the trunk to the new cordon wire) must start once the shoots are 10cm long. Failure to do so results in the shoot breaking off at the graft union due to the weight, wind or vine stress.

Once the shoots have reached the new cordon wire they are crossed over and wrapped along on the wire, taking care to avoid crushing the buds against the wire. By the end of the growing season we would expect the cordon wire to be filled with new growth from the grafted chip bud.

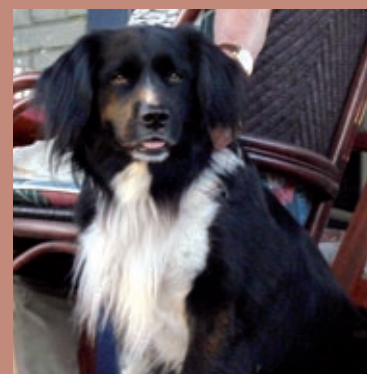
In winter we will prune the vines back establishing nicely spaced vertical spurs (or shoots) each with 2 buds and spaced 8-10cm apart along the wire. Expectations are to pick a light crop of approximately 1 tonne/acre for the 2010 vintage, reaching mature crop levels by 2012. If we had planted these vines we would most likely achieve these cropping levels by 2014.

NICK WILTSHIRE

Viticulturalist



SHADOW'S SPIRIT LIVES ON



We would like to take a moment to thank the countless people who took the time to send us kind words when Shadow died last year. We still have to break the news to visitors to cellar door on a daily basis but we now know how much joy he brought to so many people from all around the world which has helped alleviate our loss.

We would like to share communication from two people in particular who both have their own Shadows! The first came from Torben Andersen from Denmark who told us his house wine is Shadow's run (see his beautiful Shadow pictured above looking very regal).

The other was from Michael and Leah Curnovic from New South Wales. They told us that the story of our Shadow's exuberance and zest for life encouraged them to get their second Border Collie. As they loved the story so much they named their new puppy Shadow, who apparently has the same love of life as our Shadow did. As you can see their Shadow (below) has great taste in wine and Michael told us he would be honoured for their pup to appear in the same newsletter as our Shadow did.

Run Shadow run.





Autumn 2009 Mixed Dozen

The composition of the Fox Creek Circle Mixed Dozens for Autumn 2009 are listed below. If you require any changes to your mix or would like to add to your order please contact us by **Friday 27th February** as invoicing and despatch will start on **Tuesday 10th March**. Those who have ordered single variety dozens for Summer will receive them at the same time.

WHITE DOZEN

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

Mail Order Price **\$189.00**
 Fox Creek Circle Price **\$162.00** delivered



RED DOZEN

- ☼ 2007 Shadow's run Shiraz-Cabernet Sauvignon
- ☼ 2007 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
- ☼ 2006 Short Row Shiraz
- ☼ 2005 Reserve Shiraz

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



MIXED DOZEN

- ☼ 2007 Shadow's run Unwooded Chardonnay
- ☼ 2008 Sauvignon Blanc
- ☼ 2008 Verdelho
- ☼ 2007 Chardonnay
- ☼ 2007 Shadow's run Shiraz-Cabernet Sauvignon
- ☼ 2007 Red Baron Shiraz
- ☼ 2006 Duet Cabernet Sauvignon-Merlot
- ☼ 2007 JSM Shiraz-Cabernet Sauvignon-Cabernet Franc
- ☼ Vixen Sparkling Shiraz-Cabernet Sauvignon-Cabernet Franc
- ☼ 2005 Reserve Shiraz

Mail Order Price **\$261.00**
 Fox Creek Circle Price **\$226.00** delivered





Red Baron Set to Take Off

In April our 2008 Red Baron Shiraz will be available on all Qantas international flights. Passing a gruelling taste-off against many thousands of wines, Red Baron was selected as a fine example of a McLaren Vale Shiraz which met all of the criteria for Qantas passengers. Qantas wanted the wine in single serve (187ml) plastic bottles because the weight of glass affects fuel consumption over long flights.

When asked if Fox Creek Wines could supply the wine in this format our enthusiastic Sales Manager, Errol Hanna, agreed immediately. He then returned from Sydney to work with our winemakers and production partners to see if it was indeed possible!

The initial order is for 252,000 bottles which is equivalent to 4,500 dozen of the normal 750ml

bottles. According to Qantas five million people will see the brand in a 12 month period, so the marketing value is enormous. For a smaller wine company it is a huge achievement against the power of the giant companies.

Qantas also are pouring our 2004 Reserve Shiraz in 750 ml bottles for First Class and Business passengers on Domestic and International routes. They bought the wine when it won South Australian Wine of the Year in 2006 and celledared it for a few years so that they could offer the passengers a top wine which is no longer available in the market place. Qantas has already asked Fox Creek to submit wines for their next round of tastings.



SHONAH TRESMOTT, THE WINNING ARTIST OF THE WATER PRIZE

As you would have read in our last newsletter Fox Creek sponsored the The Water Prize which was part of the Fleurieu Biennale Art Prize held bi-annually on the Fleurieu Peninsula. As the sponsorship was acquisitional we were fortunate enough to get to keep the winning work called 'So Much Water So Close to Home' by Shonah Trescott. Shonah (pictured above), from New South Wales, has painted mini landscapes with oil on 100 sealed postcards. The three judges of The Water Prize were unanimous and we are thankful as we get such pleasure from Shonah's work every day.



THE RED BARON, BRIAN O'MALLEY & NATALIE HOBBA HELP CFS KEEP US SAFE

In October each year, Red Poles Café & Gallery in McLaren Vale hosts the Arty Apron Auction. Local wineries each have to decorate an apron which is auctioned off to raise money for the local CFS.

Fox Creek once again approached friend and local artist Brian O'Malley to paint our apron as he always creates a masterpiece. Last year's apron had the Red Baron soaring over the beautiful coastline of the Fleurieu Peninsula and this year he was still travelling north over the Olgas and Ayres Rock in central Australia. Natalie Hobba (pictured), one of our Circle members was the lucky highest bidder and is now the proud owner of this work of art and of course has helped the CFS in this critical time of drought. Nat said at the time "What a work of art – both the apron AND the Red Baron Shiraz!"

SYDNEY 2009 INTERNATIONAL WINE COMPETITION

Once again our wines performed well at the Sydney International Wine Competition – the only wine show where wines are judged with food.

Our **Vixen** Shiraz-Cabernet Sauvignon-Cabernet Franc and our **2006 Reserve Cabernet Sauvignon** both won Blue Gold Medals, with the Reserve Cabernet Sauvignon also being included in the Top 100 wines. The Top 100 wines carry the distinction of being placed amongst the highest pointed wines (top 5%) of the competition and are in the running for a Trophy which is announced in late February.

Exhibitions at Cellar Door

LOU BROOKS

March 12th to April 30th 2009

My life-long love of drawing has only ever been expressed as a hobby until 2003 when I left my teaching career to study a Bachelor of Visual Arts and Applied Design at TAFE SA O'Halloran Hill Campus.

During this time I undertook studies in painting, textiles, drawing, photography and printmaking. Drawn to the many processes and techniques of printmaking this became my major area of study.

Much of my work is inspired by aspects of life which all of us must deal with, and which constantly challenge our ideas and beliefs. Working primarily with printmaking techniques and drawing, I enjoy exploring and using the variety of outcomes they yield to portray my impressions, ideas and feelings without stating the obvious.



MAX RAGLESS

May 1st to June 30th 2009

Max Ragless was born in 1901 in Adelaide. At school Max's favourite subject was art and as a school boy he won a number of prizes in local Adelaide competitions.

When he left school Max went off to learn wool-classing so that he would have a specific role to play on his parents' farm. While Max was working as a wool-classer on a sheep station on the River Murray the beautiful countryside inspired him to draw. At the age of 17, he met Hans Heysen, who encouraged him and then followed his career with interest and they became life-long friends.

After he returned to work on the family farm, he built a studio and began painting. When he married in 1932, his wife Mary encouraged him to paint in earnest. From 1932 to 1936, Max worked in his vineyard during the day and at night he printed his skilful intaglio prints, atmospheric etchings, aquatints and drypoints. These prints show the finesse of his printing techniques, and how adept he was at etching shades and tones. They are considered by many critics to be some of his finest work.

During World War II Max was a Camouflage Officer and was subsequently appointed an Official War Artist. There are 129 of his war paintings and drawings held in the Australian War Museum in Canberra.

He travelled extensively throughout Australia in search of fresh material and had a great love of the outback which is reflected in the richness of these works. Max continued to



combine his work as a grape grower with his art until he sold the vineyard in 1957. He produced drawings, etchings, aquatints, watercolours and oils during his 50 year career.

He won many awards and prizes including the coveted Wynne Prize for Landscape. His work is represented in State, Commonwealth and Regional galleries as well as collections overseas.

Max Ragless is widely respected as one of Australia's finest landscape artists of his time. After a brief battle with cancer, he died in 1981, aged 79.

NEW ARTS PARTNERSHIP WITH BRINK PRODUCTIONS

Fox Creek Wines is thrilled to have formed yet another arts partnership, this time with acclaimed South Australian theatre company, Brink Productions. Brink has a reputation nationally as a leader in the development of new theatre work. It creates powerfully imaginative theatre through long-term collaborations with writers, theatre-makers, artists and non-artists of all kinds.

Brink's production of *When The Rain Stops Falling* by playwright, Andrew Bovell, was developed in collaboration with visual artist, Hossein Valamanesh and was the theatrical hit of the 2008 Adelaide Festival. The play

has gone on to win several prestigious national and South Australian awards and is touring to Sydney in May and then Melbourne.

Brink Productions is pleased to offer Fox Creek Wine Club members a special ticket price to see *When The Rain Stops Falling* in the Drama Theatre at Sydney Opera House. Be the first to see it in Sydney and purchase a \$50 preview ticket (a saving of \$10) to preview performances on either Thursday 7 May at 8pm, Friday 8 May at 8pm or Saturday 9 May at 2pm or 8pm. Fox Creek Wine members can

call the STC Box Office on (02) 9250 1777 and quote 'Fox Creek preview offer'. Book now while tickets last.

Stay tuned for more special offers from Brink in Adelaide and Melbourne.

