

INSIDE THIS ISSUE

Merlot Man

What Can You Do with a Wine Barrel?

M'n'M

Two Competitions



WINTER 2008

Fox Creek Wines and Byron Bay Film Festival ~ What a Team!

This year's Byron Bay Film Festival (BBFF) was the best yet with over 140 films from around the world screened over 8 days and nights. The Festival is specially curated to include films that reflect the eclectic interests of those in and around Byron Bay and that have a wider appeal for an audience that come from all over the world.

This year's BBFF was able to team up with a number of generous sponsors that included Fox Creek Wines who were invited to come on board as our major wine sponsor not only because of their excellent products but because

they closely reflect and complement the festival's boutique style.

Pictured is Australian actor and comedian Stephen Curry, who opened this year's festival, with a bottle of the much loved Vixen. Stephen is best known from his debut feature role as Dale Kerrigan in the classic Australian film *The Castle* and he recently won an AFI award for his portrayal of Graham Kennedy in the tele-series *The King*.

We hope to see some of you at the festival next year.

MORIA LEONAR
Festival Manager

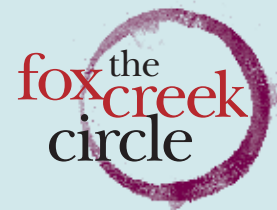
CAPTION COMPETITION: WIN A CASE OF VIXEN

We would love you to tell us what you think Stephen is saying and the answer (voted as the funniest) will win a case of Vixen delivered to your door! **Send entries to Kristin McLarty at PO Box 321, McLaren Vale 5171 or kristin@foxcreekwines.com by 30/6/2008**



WINNERS OF TICKETS TO WOMADelaide

Congratulations to Circle Member Dr Robert Nettle who won two tickets to Womadelaide after entering the competition in our last newsletter. Dr Nettle rang after the event to thank us and said he and his wife both had a great time. Viva Womadelaide!



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 30th May 2008.

'SHORT ROW' SHINES

Our recently released 2006 Short Row Shiraz won a Gold Medal at the 2008 Sydney Royal Wine Show. The Short Row has been a consistent medal winner over the past 8 vintages and we expect to hear more about its successes on the wine show circuit this year. We sent out samples of this wine to a number of wine writers and the first of their reviews are hitting the press.

"Typical McLaren Vale, with big, generous flavours. It is from some of Fox Creek's best blocks and has chocolate, vanilla and loads of dark cherry flavours. Big, but balanced and certainly not overpowering."

Rick Allen, Manly Daily, 7th March 2008.

"Toffee on the nose enters smoothly, moves to the centre of the palate then starts to open out. Classic warm Shiraz flavours, well supported with acid and tannin; good weight, lovely mouth-feel, ends well and lingers." Tony Keys, The Key Review of Wines, Issue 12 16th April 2008.

It has also just been awarded 4 Stars in the upcoming McLaren Vale tasting which will feature in the July/August edition of *Winestate Magazine*.

New Releases



2007 Shadow's run Unwooded Chardonnay

The 2007 vintage of the Shadow's run white is an Unwooded Chardonnay. This is the first time Fox Creek has produced an unoaked Chardonnay for the Shadow's run range. The fruit speaks for itself with a soft, rich and full mouthfeel showing golden peach, ripe pear, honeydew melon and white nectarine flavours drawn together with a zesty citrus finish. It is a wine made to be enjoyed whilst relatively young with good friends and of course a great dog!

TRY THIS DISH WITH FOX CREEK'S DELICIOUS AND REFRESHING
SHADOW'S RUN UNWOODED CHARDONNAY 2007.

SEARED TUNA WITH SALSA VERDE

This vibrant green sauce will keep covered in the fridge for a week; serve drizzled over any fish or meat or as a dipping sauce for cold prawns. If possible, use Ortiz anchovy fillets as they have a much better flavour and are less salty, 1 small can (47.5g) is the right amount.

Serves 4

4 x 200g sashimi-grade tuna steaks
Salt flakes & freshly ground black pepper, to taste
A little extra virgin olive oil
Crusty bread, to serve

Salsa Verde

2 firmly-packed cups flat-leaf parsley leaves
4 cloves garlic, chopped
2 tablespoons capers in brine, rinsed
7 anchovy fillets
½ cup extra virgin olive oil

Make Salsa Verde:

Combine all ingredients in a food processor or blender and process until smooth.

Remove tuna from the fridge about 30 minutes before cooking, to give it a chance to come to room temperature. Season well with salt and pepper. Heat a frying pan until very hot, add a little oil and cook tuna on 1 side for about 30 seconds, just until well-coloured, then turn and cook the other side for another 30 seconds, just long enough to colour. Remove tuna from heat and leave to rest for a couple of minutes before drizzling with Salsa Verde and serving with crusty bread.

Recipe from the current issue of FISHline News, the newsletter from FISHline, Sydney, Sydney Fish Market's free consumer advisory service. Visit the FISHline pages at www.sydneyfishmarket.com.au to view the newsletter, plus more great seafood recipes, advice on seafood purchasing, storage and cooking, and information sheets on a wide range of seafood species.

Photograph by Franz Schauer



A Day in the Life...

With any small family business the roles performed by the staff are rarely clear cut and Fox Creek is no different. In fact, my role as General Manager (GM) is probably one that has more facets than any other in the company. As GM my role is to manage the overall business and report to the Board how we are travelling and to be guided by them on the direction of the business. One of my other responsibilities is to arrange the bottling, labelling and packaging of each wine after its preparation by the winemakers is complete and it is delivered by tanker to a specialist bottling plant, 'Portavin' at Port Adelaide. Careful preparation and selection of the correct labels, bottles and bottle closures (screw cap or cork) is needed at least a month prior to bottling. Imagine the chaos, for example, if the year of vintage on the label was incorrect! The main advantage of a specialist bottling company over doing these tasks at the winery is that you don't have to buy the expensive equipment and provide the specialised staff to run it. But the bottling plant works 24

hours a day and one never knows exactly when your wine is going to go down the bottling line. More often than not I get a call at 1 or 2 in the morning telling me that our wine will start going down the line in two hours time!

Then I drive 1 & ½ hours to Portavin to make sure the right labels are put on the right bottles, the right screw caps are used and the bottles are packed into the right cartons. It all sounds easy but you would be surprised how much room there is for error. The machinery used for bottling at Portavin is of the latest technology and averages around 6000 bottles per hour (500 dozen). Our wine is pumped from a storage

PAUL ROGERS

General Manager

tank through a sterilised system into the filler where the bottles are rinsed, filled with wine and then a screw cap is spun onto the bottle. The bottle is then labelled front and back and automatically placed into an awaiting carton before being bar-coded and glued and stacked onto a pallet. It is then transported back to Fox Creek where it is stored prior to distribution. That all sounds simple but if the wine is to be exported we usually then need to apply a special back label as instructed by the country to which it is destined. I leave this important task to our Warehouse Manager Karen Young who has a special machine for secondary labelling at Fox Creek.



What on Earth Can You Do with a Wine Barrel Once it has Finished its Role in Winemaking?



Robin Turner's Barrel bi-plane fuelled on Shiraz.

It would seem that the possibilities of what you can make with a used wine barrel are endless. We all know they are used as flower pots and fish ponds but did you know they are also used to make planes, trucks, wind mobiles, musical instruments, scarecrows and no doubt all sorts of other things.

Another South Australian, Doug Martin, purloined a barrel from us a year ago and created this very detailed oak barrel carrying wagon. "This is just a hobby of mine, I would never sell any of my creations" he said. Doug has won multiple awards at woodworking Shows around Australia though.



Doug Martin's Barrel Truck.

Local artistan extraordinaire, Robin Turner has lovingly converted some of our old Shiraz barrels into barrel bi-planes which are at our cellar door for the enjoyment of all but they are also used around Australia to help promote our wine the Red Baron Shiraz. "The planes are fuelled on shiraz of course" says Robin. Robin is notorious for his wonderful "no worry" beads and buttons made from recycled materials, resin and seeds. Some of you will have received one of his hand crafted key rings with your Christmas Dozen last year.

COMPETITION

We are very interested to know what else you may have used or seen an oak barrel used for. Please let us know and send us a photo and we will feature the best in upcoming newsletters.

THE BEST ENTRIES WILL BE JUDGED AT THE END OF THE YEAR AND THE WINNER WILL WIN A SIX PACK OF OUR RESERVE SHIRAZ.

Send entries to Kristin McLarty at PO Box 321, McLaren Vale 5171 or kristin@foxcreekwines.com by 31st December 2008.



INTRODUCING M'n'M

No we haven't employed that rapper... it is Maz and Mel who have actually been working with Fox Creek since July last year. They both work part time, with Mel supporting Kristin in Marketing and Maz looking after all of our wine club members as Mail Order Coordinator with Brenda.



Melanie Munt (left)

Mel comes to us with a Bachelor of Design and experience in the wine and web industries. She previously worked as a Production Manager at a web development company called N-Space and in Marketing at Negotiants International, the export arm of Yalumba, before she began her other job as mother to three girls. She loves coming to work and is always happy to actually complete jobs, something her 3 year old twins and 5 year old don't often let her do. Her design skills have allowed us to reinvent our tasting notes, press reviews and some of our other marketing materials. Her organisational skills help us coordinate a presence at several events throughout the year, along with the many wide and varied jobs that come about in a marketing role.

Mariana Galdies (right)







Maz arrived at Fox Creek looking for a start in the Wine Industry. Customer service is her forte and Maz has extensive experience in this area, particularly in the education industry. She recently moved back "home" to SA from Melbourne where she worked in Marketing/ Recruitment and Project Coordination/Personal Assistance at the Australian College of Natural Medicine. Living locally and with a passion for healthy and whole foods, the quality local produce of McLaren Vale and the Fleurieu Peninsula is something that Maz loves to support and promote. Naturally, Fox Creek's commitment to quality wines and its policy of environmental friendliness and sustainable practices, along with its community spirit was of immediate appeal to her. With her strong sense of team spirit, Maz loves working at Fox Creek Wines, where she feels very much at home working with like-minded people in a warm, family-based operation.



Winter 2008 Mixed Dozens

The composition of the Fox Creek Circle Mixed Dozens for Winter 2008 are listed below. **If you require any changes to your mix or would like to add to your order please contact us by Friday 30th May as invoicing and despatch will start on Wednesday 4th June.** Those who have ordered single variety dozens for Winter will receive them at the same time.










WHITE DOZEN

- 

 2007 Shadow's run Unwooded Chardonnay
- 
 2007 Sauvignon Blanc
- 

 2007 Verdelho
- 
 2007 Chardonnay

Mail Order Price **\$184.00**
 Fox Creek Circle Price **\$158.00** delivered



RED DOZEN

- 
 2006 Shadow's run Shiraz-Cabernet Sauvignon
- 
 2006 Red Baron Shiraz
- 

 2005 Duet Cabernet Sauvignon-Merlot
- 

 2006 JSM Shiraz-Cabernet Sauvignon-Cabernet Franc
- 
 Vixen Sparkling Shiraz-Cabernet Franc
- 
 2006 Short Row Shiraz
- 
 Reserve Cabernet Sauvignon

Mail Order Price **\$267.00**
 Fox Creek Circle Price **\$227.00** delivered



MIXED DOZEN

- 
 2007 Shadow's run Unwooded Chardonnay
- 
 2007 Sauvignon Blanc
- 
 2007 Verdelho
- 
 2007 Chardonnay
- 
 2006 Shadow's run Shiraz-Cabernet Sauvignon
- 
 2006 Red Baron Shiraz
- 

 2005 Duet Cabernet Sauvignon-Merlot
- 

 2006 JSM Shiraz-Cabernet Sauvignon-Cabernet Franc
- 
 Vixen Sparkling Shiraz-Cabernet Franc
- 
 2006 Short Row Shiraz

Mail Order Price **\$228.00**
 Fox Creek Circle Price **\$194.50** delivered



The Story of the Merlot Man

In December 2007 on the Gold Coast, the first Convention for embroidery digitisers was held in Australia. Circle Club member Myra Doyle, a great fan of ours and a devotee of Vixen, organised the event.

Myra purchased a case of Vixen for prizes. One of the prizes was won by Erwin Matthews. His nickname is Merlot Man so Myra thought it was appropriate to present him with some of our 2005 Reserve Merlot as an extra 'thank you' for his contributions to the event. Myra emailed us the letter below that Erwin posted on the conference chat room.

"I am subdued this morning, and even memories of that fantastic convention last weekend are not enough to raise my spirits. On Saturday night at the Gala Dinner I was over-joyed at finding a new

friend, one whose friendship I hoped I may have savoured well into the future. I am sure many of you established similar new friendships that will last for many a year but mine was not to last, only briefly.

Last night my new friend and I visited at the home of an old mate of mine now living in the leafy, hilly suburbs west of Brisbane. And there, midst a feast of roast lamb, mint jelly, chocolate truffles, port wine, double brie and water biscuits on a table beset with silver cutlery and crystal, my new, dear friend passed away, his life essence poured out before us all. This morning, only the dark shadow-like shell of his existence remains, empty of that which made him whole. He was not elderly, yet last evening he demonstrated a maturity surprising for one so young.

Saddened, I now venture southwards home where I will introduce the two siblings of my now-departed dear friend to another couple of my old mates ready to make their acquaintance. They will be impressed."

For your information, my friend grew up in Fox Creek, a locality over in South Oz, where he left home some time after 2005. His name was Merlot, as are the names of his siblings."



The Merlot Man – Erwin Matthews.

AUSTRADE HELPS FOX CREEK'S POPULARITY IN RUSSIA AND ENTRY INTO TURKMENISTAN

The Australian wine industry is finding new customers for quality wines in Russia, with the value of wine exports to Russia increasing by more than 40% in 2007. Wine sales to Europe's largest emerging market grew to \$6.28 million in 2007 from \$4.36 million in 2006.

Austrade's Moscow based Senior Trade Commissioner, Dan Tebbutt said, "Russia is a country of 140 million people where social drinking is an accepted part of the culture. It has an affluent consumer segment ready to spend and a growing middle class." Austrade's mission is to contribute to community wealth by helping more Australians succeed in export and international business by providing advice, market intelligence and support to reduce the time, cost and risk involved in selecting, entering and developing international markets.

Fox Creek have been selling into Russia for four years now and our General Manager Paul Rogers says "success in Russia was the result of a deliberate strategy to target emerging markets. Of the 20 countries to which we export, Russia is now our largest market – and one that still offers a lot of room for growth. Austrade helped us maintain our momentum by working with our distributor to organise tastings of our wines in Moscow last year."

In March 2008, Austrade Moscow conducted the first Australian trade mission to Turkmenistan. Turkmenistan has the world's fifth largest reserves of natural gas and considerable oil and mineral resources, but the country was largely closed to foreign investment under the previous regime. Turkmenistan's new President has cautiously

SHADOW IS ROUNDING UP HIS FRIENDS

Shadow, Fox Creek's resident border collie, is a little tired of his wines always getting the attention of the press. Not content with his recent stint on "Talk to the Animals" broadcast on Channel 9 on the 5th April 2008, we have created a 'group' on the social networking website Facebook to let Shadow know just how popular he really is.

So, Shadow is now officially rounding up his friends – both animal and human.

To support Shadow and make him feel loved, log onto www.facebook.com, select 'group' from the left hand column, type in 'Shadow's Round Up' in the search field, click on the appropriate result and join the group. Please note that you will need to sign up as a member if you are not already one.

You can upload pictures of you enjoying his wines or your look-a-like dogs... whatever you wish. We will keep you up to date on all of Shadow's various activities. This is Shadow's space.

By the way, we would like to thank everyone who took the time to send in emails with congratulations for Shadow and remedies for his arthritis.



The Imam of the Grand Mosque of Ashgabat, Turkmenistan and Dan Tebbutt from Austrade.

implemented some economic reforms and opened the door to foreign participation in the economy. The Australian trade mission came amid increasing interest in the country, with numerous delegations from Europe, the US, China and Russia. Dan said "one of the real hits of the visit was the Fox Creek wine, which Bob Tyson and I presented to delighted Turkmen officials and business people at meetings during the mission. Fox Creek red and white wines were also served at the official reception to mark the historic occasion."

Diary

20 May

FOX CREEK SPONSORS GIOVANNI PILU'S COOKING CLASS AT SYDNEY SEAFOOD SCHOOL

Giovanni introduced the flavours of his native Sardinia to Sydney diners at the tiny Cala Luna in Mosman, before relocating to the larger beautiful Freshwater restaurant on the beach at Harbord. At this hands-on dinner class you'll learn to recreate an Italian seafood dish with the unique flavours of the ancient island of Sardinia.

6.30pm-8.30pm. Class Code: CLA \$105.

You can call 02 9004 1111 or book online www.sydneyfishmarket.com.au

23 May

FOX CREEK SPONSORS THE WAKEFIELD PRESS LAUNCH...

...of a whimsical new memoir about growing up in Scotland *Poking Seaweed with a Stick and Running Away from the Smell* by Alison Whitelock as part of the Sydney Writers' Festival. Described as 'Billy Connolly meets Frank McCourt' the launch will be held between 5.30 & 7.00 pm in the Bangarra Mezzanine, Pier 4/5, Hickson Road, Walsh Bay, Sydney. For further information on Wakefield's current and forthcoming titles visit www.wakefieldpress.com.au

26 & 27 May

FOX CREEK PARTICIPATES IN RESTAURANT 08 IN MELBOURNE.

Restaurant 08 is a highly-targeted, intimate and focussed trade-only event dedicated specifically to the restaurant

industry so all you restaurateurs out there in Victoria are invited.

Our stand number is C19.

See www.restaurantevents.com.au for more information & registration details.

26 June

FOX CREEK SPONSORS SYDNEY SEAFOOD SCHOOL'S PAELLA CLASS

Perfect the art of making this classic Spanish seafood rice dish, ideal for entertaining at home.

6.30pm-8.30pm. Class Code: PAE \$75.

11 to 13 July

GOOD FOOD & WINE SHOW AT THE EXHIBITION CENTRE IN PERTH.

Visit us and try our new release wines.

See www.goodfoodshow.com.au/page/perth_visitor.html for more information about the show.

12 July

WILLUNGA FARMERS MARKET FROM 8AM TO 12.30PM

Visit Fox Creek's stall at the Willunga Farmers Market and shop with the locals. Produce is local and fresh and served to you direct from the growers and makers.

27 July

WILLUNGA ALMOND BLOSSOM FESTIVAL

Join us at the 39th year of this wonderful annual community festival held in the beautiful historic town of Willunga.

See www.willungafestivals.com

FRESH OFF THE FARM

An exhibition at Cellar Door by Patricia M Houston from 1st May to 30th June 2008.



This is a colourful exhibition of original artworks by an established local professional artist and teacher Patricia M Houston. Patricia is a completely self taught artist. Here is an excerpt from her artistic statement "I was born in Adelaide and was the eldest of 8 children. My father Raymond Loader worked for the Woods & Forest Department. I remember going to work with him in a Blitz truck with a book, pencil, my lunch and a tomahawk to help him trim the pines when he cut them down. I was always getting in trouble for taking dad's marking pencils and chalk. I drew everything and on anything at work with dad, even on the freshly cut log ends as they made a nice smooth surface to draw on. At home I drew on the walls, floor and sheds, mostly with charcoal from the open fire in the lounge. I got myself into a lot of trouble for drawing on everything."

This is a must see exhibition with paintings of animals, still life, land and sea scapes. Painted in oils, acrylics and mixed medium.

INTIMI

An exhibition at Cellar Door by Robert Habel from 1st July to 31st August 2008



Robert Habel studied art in Launceston in the 1980's and moved to South Australia in 1992 where he completed a Master of Visual Art at the University of South Australia. Apart from regularly chasing near and far landscape imagery, Robert still lives and works in Adelaide.

This collection of spectacular work features paintings inspired from Robert's travels in the Fleurieu Peninsula, Northern Tasmania, Singapore and Italy. They are about personal responses to environments and curious details discovered within these landscapes. Landscapes and their props have always been the subject of Robert's work and he aims to make a series of works from most places he visits.