

## THE DELICIOUS WEST VISITS THE THIRSTY EAST

Our Sales Manager, Errol Hanna, has just returned from Japan where he attended Australian Wine Fairs in Osaka and Tokyo. Twenty Japanese Wine Agents who distribute Australian wine in Japan had stands representing 100 Australian wineries. The events were organized by Austrade to promote Australian wines to Japanese restaurateurs, hoteliers and retailers and each show attracted about 1000 customers. The fairs ran for 8 hours each day and seminars were held for groups during the day. Errol also visited a number of restaurants and bottle shops, where he was asked to sign Fox

Creek bottles of wine. Vixen and the Reserve wines were very popular. The owners of the store also had photos taken with Errol for display over the Fox Creek wine section in their stores. Fox Creek JSM was Wine of the Month at the prestigious American Club in Tokyo where Errol spoke to customers who were enjoying the wine in the restaurant. Many were buying the wine to take home to share with friends. The wine that our members appreciate is exactly the same as that enjoyed in our Export markets, although the back label is different in every country.



Errol Hanna with Minoru Numata, Deputy General Manager of our Japanese Importer, Farmstone.

## Stars In Our Eyes

We have been "showered with stars" by wine reviewers in recent months. Here is what some of them had to say:

### 2006 RED BARON SHIRAZ

Every so often a wine comes along that knocks your socks off for value and this is one of them. Made in the style that has won Australian Shiraz so many followers across the world, and easily worth double its modest price tag, it shows that the wineries of McLaren Vale can still be a happy hunting ground for good-value reds. Red Baron has a ripe nose of blackberries, prunes, dark chocolate and bakery spices. The palate is generously proportioned with lush fruit, smooth texture and balanced soft tannins. Deliciously easy to drink.

*4 1/2 Stars, Ralph Kyte-Powell, The Age 18/9/07*

Without a word of a lie, one of my all-time favourites of the past 12 months has been the Fox Creek 2005 Red Baron Shiraz. It has not been the most expensive wine, by any stretch, and is a relative newcomer to the shelves. But the combination of presentation, price and quality comes together to make this (for mine) one of the best reds around. So, it was with a little trepidation that I opened the 2006. Was it just my state of mind? Nope. This is a class act. It lasts on the palate for an extraordinarily long

time – a wonderful drop which has earned five stars from the *Winestate Magazine*. Five stars from me too, as it happens, and I'm already looking forward to the 2007.

*Jason Purdie, Burnie Advocate 6/10/2007*

Red Baron flies again this year, and he's learnt some new aeronautical tricks. Visor down, ready for take-off, this is a ripping Shiraz for \$18 and it will make you dizzy with its loops of liquorice, plush black plum and berry fruits. Don't wait around, it's ready for launch right now, and this is the last boarding call for wing-walkers.

*Matthew Jukes & Tyson Stelzer, Taste Food & Wine 2008*

### 2005 RESERVE MERLOT

A ripper of a Merlot from the masters of whopper Shiraz. A big, rich, soft, fruit-sweet palate follows a spicy, anise and berry aroma that is quite seductive. Lush, smooth, good concentration and all-round style. Textbook merlot.

*5 Stars, 95 Points, Huon Hooke, 100 Top New Releases, Gourmet Traveller Wine Magazine Oct/Nov 07*

This is a rich McLaren Vale style, full of lush dark berries, plum pudding and chocolate aromas. The palate is packed with fruit, too, with spicy oak and ripe tannins. Serve it with smoked lamb.

*Sally Gudgeon, The Age 26/8/07*

### 2005 RESERVE SHIRAZ

Coming off such a striking 2004 vintage, the 05 has a sophistication and worldliness about it rather than being overblown. Rich spicy aromas, deep dark berries, choc-licorice and a lovely rounded palate structure make this a beautiful drink.

*93 points, Tony Love, Adelaide Advertiser 8/8/07*

A lovely long, lingering, fresh style – very youthful with intense luscious blackberry fruit and lovely seamless integration of soft vanillin oak.

*4 Stars, Winestate Magazine Sept/Oct 07*

And for those of you cellaring some of our older Reserve Shiraz wines here is an interesting website thread running at the moment...

<http://dat.robtparker.com/bboard/showthread.php?t=141309>



## Diary

### 1 November to 31 December THE FIGURATIVE GARDEN

An exhibition by Franwyn Botha at Fox Creek Cellar Door. See separate article on this page.

### 9 to 11 November FOX CREEK AT THE GOOD FOOD & WINE SHOW IN BRISBANE

Come and visit us and try our new release wines at the McLaren Vale stand (H21). Order a dozen wines from us at the show and go in the running to win a pallet of McLaren Vale wines. See [www.goodfoodshow.com.au/page/brisbane\\_visitor.html](http://www.goodfoodshow.com.au/page/brisbane_visitor.html) for more information about the show.

### 10 November WILLUNGA FARMER'S 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.

### 16 November FOX CREEK SPONSORS THE LAUNCH OF JANE TURNER GOLDSMITH'S NEW BOOK 'ADOPTING' PUBLISHED BY WAKEFIELD PRESS

You are welcome to attend the launch being held from 6 to 8pm at the South Australian Writer Centre on the 2nd Floor, 187 Rundle Street, Adelaide.

To register your interest in any of the above or for further information please contact Kristin at [kristin@foxcreekwines.com](mailto:kristin@foxcreekwines.com) or ring us on 08 8556 2403.



SEE YOU AT THE CELLAR DOOR SOON!

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

### 16 December

FOX CREEK SPONSORS THE SYDNEY SEAFOOD SCHOOL BARBECUING COOKING CLASS.

Time: 11.00am – 3.00pm  
Class Code: BBQ \$135

Delight your family and friends by whipping up a tasty seafood BBQ. By the end of this lunch class you'll be able to BBQ fish, shellfish and squid to perfection. At the end of your lesson enjoy your creation with Fox Creek wine. For more information (as well as great seafood recipes) see [www.sydneyfishmarket.com.au](http://www.sydneyfishmarket.com.au). You can book online, call 02 9004 1111 or email [sss@sydneyfishmarket.com.au](mailto:sss@sydneyfishmarket.com.au) to request a program, buy a gift certificate or book a class.

### 28 & 29 December TWILIGHT HAPPY HOURS

Join Fox Creek and five other McLaren Vale wineries at Leconfield Cellar Door for two evenings of food, wine & fun. Entry of \$5 for adults includes a glass or a coffee. The event runs from 5pm to 9pm on both days see [www.leconfieldwines.com/twilighthappyhours](http://www.leconfieldwines.com/twilighthappyhours) for more information.

### 1 January to 29 February 2008 FOOD FOR LIFE

An exhibition by Sally Milne at Fox Creek Cellar Door. See separate article on this page.



## THE FIGURATIVE GARDEN 1ST NOVEMBER TO 31ST DECEMBER 2007

A new exhibition at our Cellar Door by Franwyn Botha who was born in South Africa. She gained her Diploma in Fine Art in Durban, majoring in oil painting. Her core subject being African landscape. Franwyn immigrated to Sydney in 1991 and enrolled at the world renowned "School of Visual Arts" graduating first in her class with a Diploma in Graphic Design. Her career then moved into Advertising as a designer. She moved to Adelaide in 1995 and became part of the drawing group at Adelaide Central School of Art. Here she concentrated on figurative work, interpreting the human form as a landscape. She is also part of the Adelaide Botanic Gardens drawing group. Franwyn had her first group exhibition as part of SALA week in 2005. She has been part of the Prince Alfred College Annual exhibition and hangs her work in various shops around Adelaide. Franwyn currently pursues her love of drawing in her spare time. "The Figurative Garden" is Franwyn's first solo exhibition. It is a collection of charcoal nudes and botanical water colours.

## FOOD FOR LIFE 1ST JANUARY TO 29TH FEBRUARY 2008

Sally Milne has attended the Central School of Art and graduated from the Uni of SA with a Bachelor of Design. She spent a number of years participating in group exhibitions and freelancing as an illustrator before deciding to concentrate on her own work. This is her first solo exhibition, depicting still lifes in vibrant oils. In these works she has concentrated on strong simple compositions, experimenting with oil washes and glazing techniques to give the subjects light and life.

NEWSLETTER SUMMER 2007

# NEWSLETTER



## INSIDE THIS ISSUE

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## 2007 White Vintage Report

The growing season for the 2007 vintage started relatively slowly – a dry winter where 25% of the average rainfall landed on our vineyards which meant the soils had a dry layer, like concrete that never really got a thorough wetting. The vines burst normally but were sluggish to get growing and some blocks such as our Winery Verdelho struggled to grow their normal tall canopy of foliage.

The dry conditions (referred to in the press as a drought) meant we needed to apply some irrigation about 3 months ahead of normal to keep the vines growing so a rationing of water was required from the outset of the season.

Three days of rain from 19 January saw McLaren Vale receive 55mm of

rain and this quenched the fairly thirsty vines, helping the later ripening whites such as Chardonnay to ripen well. The early whites were ready to pick a month early, with the winery first crushing Sauvignon Blanc and Verdelho on the 24th of January! The lower yields on the blocks had allowed the vines to ripen the fruit quicker than normal with delicate fruit flavours.

The first Chardonnay blocks ripened early with the first crushed on the 6th of February. This made for interesting planning because our new French oak barrels for Chardonnay barrel ferments were still on a ship somewhere near Africa.

Overall it was a challenging vintage that kept everyone on their toes. We have recently bottled the 2007 Verdelho and 2007 Sauvignon blanc which are showing some lovely delicate flavours and will be great refreshing summer drinks to share with friends, family and visitors. Remember we didn't have many grapes and the volumes are well below normal – Errol has had to allocate these wines as we expect to sell out before next vintage...

Many thanks to the winery team – Danny, Glenn, Dave, Justin and fellow Winemaker Scott Zrna.

**CHRIS DIX**  
Chief Winemaker



## WHAT'S HAPPENING IN THE VINEYARD

Apart from the busy routines of care of our established vineyards, we have been involved in two new projects in 2007.

Whilst all the vines have burst into life with the recent Spring weather we have prepared a new block for planting Shiraz cuttings to replace Cabernet Sauvignon which did not do well in this block of black Biscay clay soil. The block is adjacent to the original Willow's block of Shiraz so we are optimistic about the result.

In our efforts to make the vineyards at Fox Creek ecologically sustainable we have trialed a new organically registered herbicide of pine oil for weed control in a 5 hectare block of established vineyard. So far the results seem to be very satisfactory.

**NICK WILTSHIRE**  
Viticulturist



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## Fox Creek McLaren Vale Shiraz

### THE RESERVE, SHORT ROW AND RED BARON – WHAT'S THE DIFFERENCE?

Just how can the winemakers of a small winery like Fox Creek produce three distinctive and distinguished wines from grapes of a single grape variety, grown in vineyards within a few kilometres of each other?

At our wine dinners this year we have been carrying out a challenging exercise to taste the differences between these three Shiraz wines. To follow is a brief description of some of these differences.

Fox Creek crushes up to 400 tons of Shiraz each vintage from around 20 distinct blocks. All of these blocks are different because of the often minor variations in soils, shiraz clones, trellising, pruning, irrigation, vigour and management which translates into a wonderful array of fruit flavours, styles and structures in the final wine batches each vintage. The winemakers must tune their winemaking process to bring out the best wine from each parcel of grapes – it is an intuitive and dynamic process over a period of 18 months.

If we are very fortunate and our top blocks have a good growing season, over 10% of the Shiraz crush, or 40 tons from around 5 blocks will shine above all others. These batches will receive the best 'no compromise' winemaking and oak barrels in order to be contenders for our final Reserve Shiraz wine. The methods used to maintain near perfection in these highly selected wines are many (and sometimes confidential!) but include such techniques as the separation of the free run and pressed wines after fermentation, the use of highly selected oak coupled with barrel fermentation. The batches

of barrels containing these special wines are kept separate and tasted regularly to track their progress in order to make any required adjustments during maturation.

On four to five occasions, depending on the batch, during the 18 months that the wine is matured in oak, the barrels are emptied, the wine is analysed and the barrels are washed before replacing the wine. Ultimately, batches of these special wines are blended to produce what is regarded as a world class Shiraz – Fox Creek Reserve. The wine is balanced and complex with rich intense fruit flavours of extraordinary length. In short, it attains near perfection, especially if left to mature in bottle for two or more years.

We are also fortunate enough to have a single block of Shiraz vines that inspired the introduction of the second Shiraz to our portfolio, the Short Row Vineyard, which is to the East of the Cellar Door Cottage. The fruit from this block of vines consistently produces a superb wine with the intense sweet fruit flavours and rich mid palate for which McLaren Vale is famous. These vines were planted in 1993 and the first Short Row Shiraz released was the 1999 vintage. The Short Row Shiraz is now blended from a number of blocks to give extra complexity and depth with a solid structure and length, while the core of mid palate fruit is still derived from the Short Row block.

The wine is consistently outstanding and all six vintages from the first in 1999 were awarded Gold Medals.

Fox Creek Short Row is typically lifted, rich and powerful and eminently drinkable for 45 years. The secret at the winery is that this is the wine the winemakers most like to drink... (they are drinking the 2001 at the moment!).

The latest Shiraz in the portfolio, the Red Baron was produced to quench public demand for an affordable soft and spicy, fruit driven Shiraz. This wine is lightly oaked to match the fresh berry fruit, has a lower alcohol content than most McLaren Vale Shiraz and is ready for drinking at the time it is released, within a year or so after vintage. This wine over-delivers fruit, richness and juiciness for its price.

The 2005 Red Baron was first released in September 2006 and sold out in six months! Its popularity has been quite remarkable in the very competitive wine market. In its first judging, the new bottling of 2006 Red Baron has already been awarded 5 stars in the New Releases Tasting by Winestate in the July/August 2007 issue.

All three of these Fox Creek Shiraz, and indeed all Fox Creek wines are given the best attention to detail from the vineyard, through the winery and bottling process to deliver the very best wines for all of our loyal customers.

**JIM WATTS** **CHRIS DIX**  
Managing Director Chief Winemaker

## New Releases



### 2006 Shadow's run Shiraz-Cabernet Sauvignon

Shadow's new release marks the sixth vintage of this Shiraz-Cabernet Sauvignon. The vibrant plum red wine has a bouquet of lifted spice with a hint of leaf, dark berry, savoury spices and smoky vanilla bean.

The palate with its cherry and chocolate flavours leads to a soft luscious finish of good length.

The blend is 76% Shiraz and 24% Cabernet Sauvignon. This wine is made to be enjoyed now but it will also soften over the next 18 months if kept under good cellaring conditions.

Suitable for a barbecue, roast dinner or any occasion with good friends and great dogs!



### 2005 JSM Shiraz-Cabernet Franc

The new release of JSM is the eleventh vintage of this popular wine. This wine blend is approximately 72% Shiraz, 14% Cabernet Franc and 14% Cabernet Sauvignon (a 5% increase from the 2004 vintage).

This wine is a deep plum red with a vibrant violet red rim. The nose reveals lifted dark cherry, raspberry and chocolate spice from the Shiraz components with a subtle lift of violets derived from the Cabernet Franc. Integrated nutmeg oak spice adds to the complexity which is derived from barrel fermentation.

The palate has a soft and enticing entry which expands to a multi-layered complexity of dark cherry, black berry and spice. It finishes with licorice flavours.

JSM is released after ageing for 1 year in the bottle but subsequent cellaring for 2 to 3 years breeds a softer more complex wine.



Di Thorpe cleaning up the cellar door garden with a little help from "the fox".



Our resident "Jack of all trades", Bill Turner. No task is too small or too large.

## IMPORTANT FACES BEHIND THE SCENES AT FOX CREEK

### SHADOW'S TWIN

Dear Friends,

I just wanted to share with you my story on how I came about to drink Shadow's run wine. Enclosed is a picture of our family dog named Shadow. A family friend that works in a fine dining establishment told me there was a wine named Shadow's run and I should try it. I then had to seek out this bottle of wine and much to my surprise had a bit of a hard time to find it. Finally I found it at a specialty store. The day I purchased the wine, I had my 13 year old handicapped daughter with me. While we were paying for the wine she saw the box that the wine was shipped in and just had to have it, as it had her dog's picture on it. We now have a cardboard box with Shadow's picture on it as a permanent piece of furniture in her room. I love the story behind this wine and I thoroughly enjoy it. Thank you for making such a great wine and also warming the heart of my little girl.

Yours truly,  
**Cheryl Rowbotham**  
Edmonton, Alberta, Canada



### WHITE DOZEN

- 2006 Shadow's run Chardonnay
- 2007 Sauvignon Blanc
- 2007 Verdelho
- 2006 Chardonnay

Mail Order Price **\$190.00**  
Fox Creek Circle Price **\$162.00** delivered

## Summer 2007 Mixed Dozens

The composition of the Fox Creek Circle Mixed Dozens for Summer 2007 are listed below. **If you require any changes to your mix or would like to add to your order please contact us by Monday 19th November as invoicing and despatch will start on Friday 23rd November. Those who have ordered single variety dozens for Summer will receive them at the same time.**

### RED DOZEN

- 2006 Shadow's run Shiraz-Cabernet Sauvignon
- 2006 Red Baron Shiraz
- 2005 Shiraz-Grenache
- 2005 Duet Cabernet Sauvignon-Merlot
- 2005 JSM Shiraz-Cabernet Franc
- Vixen Sparkling Shiraz-Cabernet Franc
- 2005 Short Row Shiraz
- 2005 Reserve Merlot

Mail Order Price **\$254.00**  
Fox Creek Circle Price **\$216.00** delivered

### MIXED DOZEN

- 2006 Shadow's run Chardonnay
- 2007 Verdelho
- 2006 Chardonnay
- 2007 Sauvignon Blanc
- 2006 Red Baron Shiraz
- 2005 Shiraz-Grenache
- 2005 Duet Cabernet Sauvignon-Merlot
- 2005 JSM Shiraz-Cabernet Franc
- Vixen Sparkling Shiraz-Cabernet Franc
- 2005 Short Row Shiraz
- 2005 Reserve Merlot

Mail Order Price **\$240.00**  
Fox Creek Circle Price **\$204.00** delivered

