



NOVEMBER 2003

INSIDE THIS ISSUE

Another Bushing Trophy
Other New Releases
Wine Tax



Bullseye! Another Bushing Trophy for Fox Creek JIM WATTS Director



Winemakers Tony Walker and Dan Hills 'Crowned and Gowned' as Bushing Kings at the official luncheon.

Pitted against 545 other McLaren Vale wines, the Fox Creek 2002 Short Row Shiraz has been judged the Best Wine at the 2003 McLaren Vale Wine Show, receiving the Commonwealth Bank Bushing Trophy and the Visy Board Trophy for the Best Varietal Shiraz priced over \$25 and a Gold Medal.

This is the third time Fox Creek has won this Trophy in nine years. The first occasion was in 1995 with the 1994 Shiraz, the second in 1998 with the 1997 JSM Shiraz-Cabernets, and now we have done it again!

Our winemakers Dan Hills and Tony Walker were 'Crowned and Gowned' as Bushing Kings at the official luncheon on Friday the 31st of October. You may have an opportunity to see them in their royal outfits at events in McLaren Vale, Adelaide or interstate throughout the year. In his acceptance speech, Dan Hills

referred to the outstanding viticulture by Paul Watts and his team, especially Nick Wiltshire and "Hippy" Steve Heron.

Judges at the show included Chairman of Judges, Andrew Wigan from Peter Lehmann Wines in the Barossa Valley, Nigel Dolan, winemaker of the 2003 Jimmy Watson wine, as well as Peter Bissell, Fiona Donald and David O'Leary. They also included Sydney Morning Herald wine writer Huon Hooke and a visiting International Judge, Tim Atkin from the United Kingdom.

The Short Row Shiraz continues its extraordinary record of popular appeal and show success. This is now the fourth vintage of this wine, a varietal Shiraz made principally from grapes picked from the Short Row block of Shiraz vines immediately behind Cellar Door. The vines in this

block were planted in 1994 and are in similar but a little lighter clay soil to that of the nearby Willows block on Fox Creek vineyards from which the legendary Reserve Shiraz is sourced. The vines in this block are also trellised by the Scott Henry method. Dan and Tony have made this Short Row Shiraz wine in a similar style each year since the first vintage in 1999 and all of the vintages of this wine have been awarded Gold Medals and have sold out very soon after release. This 2002 Short Row Shiraz is a sensational wine, full of flavour and very easy to drink despite its youth. The length of flavour is extraordinary!

Do not miss it, even if you only taste it at Cellar Door! Bottles of this wine are included in both the Christmas Dozen and the Introductory Pack, details of which are shown on the back of the order form.

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Other New Releases

Another red wine to be released now is the **2002 JSM Shiraz-Cabernet Franc**. Along with the other reds from the cool 2002 vintage, you will find the JSM is just as good as ever and made in the same consistent style as previous vintages. For its quality and outstanding show record this wine is inexpensive and we recommend it to you unreservedly. It has already won two Silver Medals in the short time since bottling and we are confident of a Gold Medal once the wine matures a little more.

The **2003 Sauvignon Blanc** is the only white wine to be released now. The style of this wine is different from the classical wines of New Zealand and cool climate areas.

The Fox Creek Sauvignon Blanc is just as fruity but less herbaceous than similar wines produced from these areas. It is this style along with its stelvin closure which makes it so popular in restaurants.

Last but not least is the release of the new vintage **2002 Shadow's run**. The new wine is of the same easy drinking style of the 2001 vintage, great for relaxed outdoor living and easy on the pocket!

MAGNUMS

We always keep these longer than standard bottles of the same vintage as the wine matures more slowly. The **2000 Reserve Cabernet Sauvignon** and **2001 Reserve Shiraz** magnums are excellent presents for wine lovers. The Reserve Shiraz magnum is very attractive with a gold label etched into the glass, and individual numbering. They are packed in attractive wooden boxes. The Cabernet Magnum may be bought alone or together with a wooden display case.



Poem or Limerick Competition

Pour yourself a glass of our wine to get your creative juices flowing and write us a poem or limerick about Fox Creek or any of our wines.

1ST PRIZE

2000 Reserve Shiraz Magnum

2ND PRIZE

2000 Reserve Cabernet Sauvignon Magnum

3RD PRIZE

2001 JSM Shiraz-Cabernet Franc Magnum

Post, fax or email your entry to us by Friday 5th December 2003. That way we have time to select the winners and get your prize to you in time for Christmas! We will notify the winner by phone on Monday 8th December.

This competition is only open to residents of Australia. By entering this competition you are assigning the copyright of your creation to Fox Creek, thereby allowing us to use your entry in our newsletter, on our website and perhaps even in our advertising.

Please send your entries to:

Fox Creek Wines
Attention: Kristin McLarty
PO Box 321
McLaren Vale SA 5171

Facsimile:
08 8556 2104

Email:
sales@foxcreekwines.com

Birds & Bees at Fox Creek

Spring is in the air at Fox Creek and our viticulturist Paul Watts and his partner Sally Western became the proud parents of Fergus McKinnon Watts on Thursday 6th November. So far he is very calm and sedate,

unlike his father! Congratulations Paul & Sally. At the time of writing, the vines of the white grape varieties have started flowering and there are bee swarms everywhere.





Bursting with new life each Spring.

Wine Tax

JIM WATTS & PAUL ROGERS

Did you know that Australians pay the highest level of wine tax in the world? (information sourced from Winemaker's Federation of Australia).

When the Goods and Services Tax (GST) was introduced, it was decided by the Government to retain the wholesale sales tax on products containing alcohol. This (inappropriately named) Wine Equalisation Tax (W.E.T.) at 29% is applied to the wholesale price (which is approximately 50% of the retail price). When the wine is ultimately sold at retail to the consumer a GST of 10% is then added. Not only is this added to the cost of the product but also to the WET tax already paid – in effect you are paying tax on a tax. This is why the Wine Equalization Tax is, in fact, unequal and the total wine tax increased yet again.

Is it any wonder that wine appears expensive? Great efforts have been made to influence the Government to reduce this tax, in particular for the assistance of small wine companies who do not have the benefits of economies of scale of the larger companies. Further, small wine companies generally do not sell wine in casks where the tax is relatively low as all wine is taxed on its value (price) and not on its volume.

Whilst we accept that wine must be taxed, this system is cumbersome,



irrational and potentially dangerous to the small and medium winemaking companies. A fundamental gradual change to a tax related to volume (and total alcohol) would encourage smaller specialist high quality producers to add "spice" to the industry.

Higher interest rates and the effect of an appreciating Australian dollar on exports are going to put more and more financial pressure on many small to medium wineries and we fear many may find the going too tough. Some taxation relief is essential if the Federal Government is serious about maintaining a healthy, innovative and diverse industry. The diagram shows approximately how much of the overall price of a bottle of JSM is paid in tax.



Vixen T Shirts

For those fans of Vixen we now have this great T-shirt available for purchase (see illustration). They are available in Extra Small (XS), Small (S), Medium (M), Large (L), Extra Large (XL) & Extra Extra Large (XXL) sizes and they cost \$20, plus \$4 postage. So Get Foxy and put in your order today or come and try them on at Cellar Door.

Trophies & Gold Medals 2003

2002 Semillon Sauvignon Blanc
Hyatt Advertiser Consumer's Trophy

2002 Short Row Shiraz
Visy Board Trophy for Best Shiraz (priced over \$25); Commonwealth Bank Bushing Trophy; Gold Medal, McLaren Vale Wine Show

Vixen
Gold Medal, Hong Kong International Wine Challenge

2001 Reserve Cabernet Sauvignon
Gold Medal, Royal Adelaide Wine Show

2001 JSM Shiraz-Cabernet Franc
Gold Medal, Cowra Wine Show

Brent Leaves Fox Creek

One of our very dedicated cellar crew, Brent Treloar, this year has decided to move on. Brent has been instrumental in all aspects of cellar work on all of the wines that Fox Creek has made over the last four years. He is to become a winemaker, soon to graduate from Charles Sturt University in NSW and wishes to gain some further experience in other wineries. We wish him well in his winemaking career as well as the challenging role as husband and father. Brent, your reliable work was greatly appreciated. Good luck mate!



Wine Deliveries

We are pleased to announce that Australia Post is now our wine carrier of choice. There will be some subtle changes you should be aware of.

- Wine can now be delivered to Post Office Box addresses. This adds an extra level of security for your delivery.
- If you get mail delivery to both a PO Box and Street Address and prefer your wine to be delivered to one or the other be sure to instruct your post office.
- If you are not home, or no-one over 18 is home, at the time of delivery then a card will be left for you to collect the parcel from your local Post Office, again adding an extra level of security.
- If this is inconvenient, you can advise us of an alternative delivery instruction but please ensure this is a secure position and accessible for Australia Post. Please don't have it left in a sunny position, as the wine may be damaged by the heat.
- If in any doubt, please email or call us and ask.

Verdelho with Tim Atkin

DAN HILLS



Dan Hills and Tim Atkin enjoying our Verdelho.

We had the privilege of a visit from Tim Atkin *Master of Wine* recently. London based Tim was invited to McLaren Vale to give his expert international perspective as a judge in the 2003 McLaren Vale Wine Show.

Whilst visiting Fox Creek we let Tim taste the entire range of Verdelho that we have made going back to 1995 and finishing at 2003. This is called a vertical tasting. He commented how the choice to move to a screwcap was a very good idea, especially considering that we saw two cork tainted wines during the tasting. His thoughts were that the most complex wines were those of about 4 or 5 years of age, which at present are the 1999 and 2000 vintages.

So there's food for thought. We would normally recommend drinking the Verdelho within 3 years of vintage, but if you are prepared to hold wine in your cellar longer, another couple of years may give you the perfect drop.



SEE YOU AT THE CELLAR DOOR SOON!

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

