



**USA**

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**U.S. Introduction of New McLaren Vale “Shingleback” Wine  
Meets Growing Consumer Demand for High-Quality Australian Red Wines**

McLaren Vale, South Australia -- Responding to growing consumer demand for high-quality Australian red wines, brothers John and Kym Davey will introduce “Shingleback” to the U.S. this spring. The wine is from the Davey family estate vineyard in the McLaren Vale Wine Region of South Australia.

The Davey brothers believe they can deliver the “next level” of high-quality Shiraz and Cabernet Sauvignon U.S. consumers are seeking – wines of exceptional quality and character at a remarkable price – through progressive farming techniques and winemaking oversight from vine to bottle.

Shingleback will debut in the U.S. with a 2001 Shiraz and 2001 Cabernet Sauvignon. Both wines will retail for \$20.

Shingleback was first introduced in Australia with the 1998 vintage and has won significant acclaim there over the last five years. The wines are the pride of John Davey, a veteran Australian winemaker, who has worked throughout the Barossa Valley, Langhorne Creek and Yarra Valley as well as the McLaren Vale since early 1990s. He and his brother Kym co-manage the family’s G. H. Sharpe Vineyard. “When you own your own vineyard and make your own wines, you manage the site right down to the individual vine,” John Davey explains. “I select the best blocks for our wines, then pick

them at the precise moment both sugars and flavors are mature. With the right fruit, minimal handling is required and the character of the growing region and the grape shines through.”

The wines are made in the rich, ripe, fruit-forward style typical of the McLaren Vale. The 2001 Shingleback Shiraz is a full-bodied, supple wine with a core of ultra-ripe berry and spice. The 2001 Shingleback Cabernet Sauvignon offers lush black fruit aromas and flavors and is rich and earthy.

The wines arrive in the U.S. this spring as Australian exports continue to surge. Australian wine exports to the U.S. surpassed French wines for the first time ever in 2002 making Australia the second largest source of imported table wine, behind only Italy. According to the Australian Wine & Brandy Corp. export report, Australian wine imports to the U.S. increased by 56% in dollar sales in 2002. Shiraz is the top selling Australian variety here.

Shingleback is imported by Precept Brands. In addition to Shingleback, Precept Brands imports The Gatekeeper, an ultra-premium McLaren Vale Shiraz as well as El Paseo, a Tempranillo from Valencia, Spain. The company also produces, markets and sells wines from Washington State including Pavin & Riley, a Columbia Valley Merlot, and Barrelstone, a Columbia Valley Syrah.

Precept Brands was founded in 2002 with the mission of branding and selling premium niche wines. Andrew Browne, formerly president/CEO Corus Brands (Alice White, Covey Run, Columbia Winery and Ste. Chapelle), Woodinville, Wash, is CEO and founder. The company is headquartered in Seattle, Wash.

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