



RED KNOT

**For Immediate Release  
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### **McLaren Vale Based, Red Knot Wines now under ZORK**

McLaren Vale based - Red Knot Wines, known for their bold Shiraz, Cabernet Sauvignon and Chardonnay, announced today the much awaited Australian debut of most touted alternative wine closure of the year - ZORK.

Zork, developed by Australian designer John Brooks, seals like a screw cap and pops like a cork. Consumers unwrap the colorful tear tab around the neck of the bottle, pull on Zork and “pop,” out comes the closure. Zork makes resealing the wine simple too; it easily inserts back into the bottle for a tight closure and is environmentally friendly – Zork is recyclable.

The 2003 Red Knot Shiraz, 2003 Cabernet Sauvignon and 2004 Chardonnay with Zork had its official launch in the US on the 17<sup>th</sup> of October 2004 and has received an overwhelmingly positive response.

Red Knot winemaker John Davey says he understands perfectly why Zork has been embraced as an alternative wine closure. “Nothing is more disappointing than a wine spoiled by cork taint.” After reviewing independent tests assessing Zork’s performance, he was convinced. “Zork is an incredibly robust closure that removes worry over the various negatives associated with other closures,” he says. “Red Knot is styled for immediate enjoyment full of ripe, fruit driven flavours. Zork ensures the quality of the wine we put into the bottle and gives consumers added convenience, enhancing their overall enjoyment.”



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“With Red Knot rolling into the 2004 vintage, it seemed a perfect opportunity to seal this wine under Zork for the Australian market. “We were looking for a fun, contemporary closure for Red Knot that protected the quality of this outstanding vintage, added to its accessibility and was environmentally friendly; Zork delivers on every count.” says John.

The 2004 vintage of the Red Knot range consists of a Shiraz, Cabernet and Chardonnay. The fruit is sourced from the Davey Family Vineyard and selected friends and neighbours vineyards in the McLaren Vale. The Red Knot range is made to give wine lovers what they want – a delicious quaff at an affordable price. The recommended retail price is \$15.00 per bottle.

As part of the Shingleback / Davey Family Wines portfolio, Red Knot is available from the Shingleback Cellar Door, located at the McLaren Vale and Fleurieu Visitors Centre, 1 Main Road, McLaren Vale and nationally distributed in Australia by Angove’s Wine’s Pty. Ltd.

**For Stockist Information please contact Angove’s Wines in the respective states:**

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