



## **FIRST MAJOR UK LISTING FOR AUSTRALIA'S SHINGLEBACK WINE**

Shingleback and Raisin Social are delighted to announce that **from 19<sup>th</sup> March Shingleback Cellar Door McLaren Vale Shiraz 2005 will be available in Tesco**. This is the first major UK listing for Shingleback Wine, current holder of Australia's foremost wine award, the Jimmy Watson Trophy.

### **DISCOVERING REGIONAL DIVERSITY**

The 2005 Shingleback Cellar Door McLaren Vale Shiraz will give UK drinkers an insight into the new wave of Australian premium wines, which offer genuinely distinct regional characteristics.

In the case of Shingleback, this area is the famed McLaren Vale in South Australia. McLaren Vale's uniqueness stems from its proximity to the cooling sea breezes, whilst the rolling hills behind the Vale provide protection from what can be extreme climatic conditions. In the experienced, skilled & careful hands of winemaker John Davey, the soil profile encourages wines that are generous, yet subtle.

### **UNSUNG HERO**

McLaren Vale Shiraz has long been the unacknowledged backbone of massive blends from the larger corporate wineries, however the region has always had a great reputation locally, which is now becoming well known to knowledgeable wine drinkers around the globe.

Shingleback is delighted to have secured the listing with Tesco, which will give UK consumers the opportunity to discover that Australia offers wines from designated premium regions that deliver a style & taste that is particular to that region.

### **A FAMILY AFFAIR**

Family owned and managed, Shingleback is led by brothers Kym & John Davey. Their goal is to offer outstanding regional wines at accessible prices. This is the case with the Cellar Door Shiraz, which will be on the shelves of Tesco from mid March at £7.99. A remarkable price for a wine of this quality.

### **FOOD NOT FASHION**

Shingleback winemaker John Davey's philosophy of producing wines that are food friendly underpins his style - wines that complement, not dominate, a meal, wines that are elegant, with balanced alcohol, and exhibit a complexity of berry flavours which are generous but not overpowering.

## **MOST AWARDED INDEPENDENT WINERY**

Shingleback have shot into the headlines and are right now **probably Australia's most internationally awarded independent winery**, having won medals and trophies the world over including:

- **2006 Jimmy Watson Trophy**, "Awarded to the producer of the best one-year old red wine, the Jimmy Watson Trophy is the most coveted wine award in Australia."
- **6 out of 6 - in the 2006 IWSC** in the UK Shingleback entered 6 wines and won 6 medals - a gold and 5 silvers and were nominated as Australian Wine Producer of the Year.
- **91 Points** in US Wine Spectator (Oct. 06) and Wine Enthusiast (Feb 07) for Shingleback Shiraz 04 – Great Value.
- **92 points** in US Wine Enthusiast in Feb 07 for 2004 Shingleback Cabernet *Sauvignon* – Editors Choice.
- **James Halliday's 2007 Wine Companion** Shingleback's rating improved to a 4.5 stars (out of 5).
- **Best Value Dry Red Table Wine Trophy** and two 'Blue Gold' / 'Top 100' Medals in the highly regarded **2007 Sydney International Wine Competition**, one of a very few competitions where wines are judged with food.
- **Champion Shiraz** in New Zealand's 'Liquorland Top 100 Wines' 2006.
- **Winner** in its pricing category of "The World's Greatest Shiraz Challenge 2006" run by Winestate Magazine.

And the list goes on...

For more information or pictures, please contact: Gerard Barnes at Raisin Social on:

(01883) 731173

[Gerard@raisin-social.com](mailto:Gerard@raisin-social.com)

[www.raisin-social.com](http://www.raisin-social.com)

[www.shingleback.com.au/](http://www.shingleback.com.au/)

*Shingleback Wine takes its name from one of South Australia's most loveable lizards, the Shingleback, typically found in backyard gardens including those of Shingleback owners John and Kym Davey.*

**ends**