



Shingleback  
McLaren Vale

## Launch of Family Owned “Shingleback” in Australia

For several years, thousands of wine drinkers in the US and Switzerland have been enjoying the big McLaren Vale Shiraz and Cabernet Sauvignon of Shingleback. The family-run boutique producer has picked up a string of awards and its flagship 2001 Shiraz has been judged as one of the top 5 wines in its award category by Winestate from over 10,000 Australian and new Zealand wines.

But until recently, Shingleback has only been available in its home market in extremely limited quantities. This is about to change with Shingleback now ready to formally launch its 2001 Shiraz in Australia.

Shingleback founders, Kym and John Davey have a rich family history of primary production in McLaren Vale. Winemaker, John Davey has spent 20 years honing his techniques in Australia and overseas including regions such as Barossa Valley, Langhorne Creek, Coonawarra, Yarra Valley, Napa Valley in USA and Burgundy in France. The brothers set about establishing Shingleback as a company which handcrafts rich, fruit forward wines utilising innovative canopy management and progressive farming techniques. Superior fruit is chosen from the family vineyard to produce wines of exceptional quality and flavour.

John Davey says it best:

“My aim is to use premium fruit from our family vineyard to produce complex wines with the richness and depth typical of McLaren Vale. This is achieved by picking the grapes when they have reached full flavour ripeness and ensuring maximum potential is captured during fermentation before careful oak maturation. The wines are then bottled with minimum filtration to ensure that nothing is lost. The result of having complete control of the wine making process from the vine to the bottle is wines of quality, balance and pedigree”.

The brothers' first release, a shiraz emanating from the heralded 1998 vintage, was kept under wraps while they searched for the right mix of industry partners to promote their wine overseas. An alliance was developed in the US with Andrew Browne of Precept Brands and Shingleback LLC (USA) was established to co-ordinate sales in 31 US States. Sydney based Merchant International co-ordinate sales of Shingleback in Switzerland primarily with Caves Mövenpick.

In association with Winestate's 2003 Wine of the Year Awards announced on 5<sup>th</sup> December 2003, Shingleback will release a tiny 550 dozen 2001 Shingleback Shiraz into Australia. Further releases will follow within the next 6 months to extend the company's product line to include their Cabernet Sauvignon, Reserve Reds, Sparkling Shiraz and Chardonnay. All wines will follow the same format - estate grown and carefully hand made by John Davey.

Shingleback also recently strengthened its management team, recruiting Kirsty Samson as Assistant Winemaker and Belinda Darley as Marketing & Sales Manager. All Australian sales are co-ordinated by Belinda at this stage however the company is looking to appoint distributors in the New Year.

For further information about Shingleback please contact:-

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