



September 2009

NEW PRODUCT RELEASE

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The Davey Brothers, Shingleback and now.....HAYCUTTERS

The Davey's are based in McLaren Vale - one of Australia's most renowned wine growing regions. During the 1990's, a long held dream was realised when brothers, Kym and John Davey, combined their talents to develop their Shingleback vineyard on land purchased by their maternal grandfather, Gordon Sharpe, in 1959. Their goal was, and remains, to produce affordable, quality wines that express the true character of McLaren Vale.

From a small start in 1998, with a range of just one wine (Shingleback Shiraz) the Shingleback portfolio has grown into a collection of premium wines that include D Block, Shingleback, The Gate and now, **Haycutters**.

The name **Haycutters** refers to the history of the Shingleback vineyard; previously the block was used to grow hay for Gordon's dairy cattle. The high calcium soil that was excellent for raising strong, young heifers is also ideal for growing vines.

Haycutters will fill a gap in the Shingleback portfolio, retailing for between **\$16.95 - \$14.95**, fitting neatly above the Red Knot range & below the single estate Shingleback. Two wines, the 2007 McLaren Vale Shiraz Viognier & the 2009 Adelaide Hills / McLaren Vale Sauvignon Blanc Semillon make up the offer.

Available exclusively at First Choice, Vintage Cellars and the Shingleback Cellar Door, **Haycutters** will be on shelves nationally from October.

2007 Shingleback Haycutters Shiraz Viognier (McLaren Vale):

Medium to full bodied, showing the generous fruit typical of McLaren Vale, balanced by a restrained oak framework. The co-fermentation of the Shiraz with a small percentage of Viognier skins adds complexity to the luscious berry fruit and enhances the rich tannin structure.

2009 Shingleback Haycutters Sauvignon Blanc Semillon (Adelaide Hills / McLaren Vale):

Haycutters Sauvignon Blanc Semillon is a partnership of districts, with fragrant Sauvignon Blanc from the Adelaide Hills being complemented by textured Semillon from McLaren Vale. Tropical fruits, citrus & lemongrass aromas & flavours are balanced with a fine natural acidity.

For further information please contact:

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Bottle shots, images and tasting notes available to download at www.shingleback.com.au

