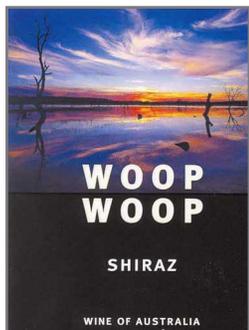


# EPICUREAN WINES



## Woop Woop Shiraz 2012 Southeastern Australia



### Winery Background

Developed by Benjamin Hammerschlag to anchor the Epicurean Wines portfolio and made by Ben Riggs, Woop Woop offers perennial value; rich, ripe wines chock full of Aussie character at an affordable price.

Why call it Woop Woop? Woop Woop is Australian slang for the middle of nowhere in the Outback...what we would call the boonies, as in, “just been to Woop Woop and back.”

### Winemaking

Selected Shiraz grapes were de-stemmed and crushed prior to parcels undergoing primary fermentation. A small percentage of the wine is then matured for 9-12 months in a blend of French and American Oak.

### Viticulture

Carefully selected parcels of grapes were sourced from a selection of renowned Shiraz vineyards in premium Australian wine regions, primarily McLaren Vale and Wrattonbully in South Australia, where brilliant sun and ancient soils do their best.

### Analytical

**Grapes:** 100% Shiraz

**Yields:** 4-5 tons/acre

**Aging:** Most of the wine matures in tank for 9-12 months but 10% is aged in new French and American oak.

**Vintage:** Australia's 2012 vintage was 4% higher than the previous year, with unanimous reports of above average quality across most regions and varieties. Expectations are that it will ultimately be recognized as a standout vintage.

**Alc/Vol:** 14.5%

### Press

*90 Pts.* “...overdelivers big-time. Made from one of the best Australian vintages in recent memory, it displays intense dark berry character, with floral and spice flourishes that remind me of much more expensive wines. Unlike most inexpensive Aussie shiraz bottlings, this wine has the aromatic interest and balance that will make it a winner with all kinds of grilled foods this summer.

*International Wine Cellar/Winophilia July 2, 2013*

### Notes

Woop Woop, a much uttered knockabout colloquialism, refers to somewhere in the middle of nowhere. Woop Woop is quintessentially Australian for “out there”.

