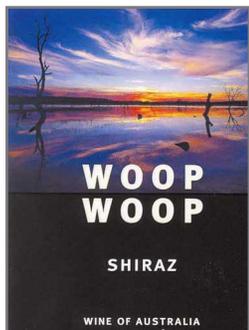


EPICUREAN WINES



Woop Woop Shiraz 2013 Southeastern Australia



Winery Background

Developed by Benjamin Hammerschlag to anchor the Epicurean Wines portfolio, 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: Two brief heat spikes prior to the beginning of March compressed the vintage, with all varieties ripening hot on the heels of each other. Vine and fruit condition was nonetheless excellent. In general there was very low rainfall and a generally hot growing season; yields were down by up to 30%, but the small berries and bunches produced above-average shiraz..

Alc/Vol: 14.5%

Press

90 Pts. “... Intensely perfumed black and blue fruit aromas are lifted by a peppery nuance. Lithe and focused on the palate, offering gently sweet boysenberry and cherry flavors that spread out slowly with aeration. Finishes nervy and long, with lingering spiciness and gentle tannins. No excess fat here.”

International Wine Cellar, Issue 175 Jul/Aug 2014

Notes

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

