



**Draft Media Release
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And on the eighth day, God created McLaren Vale...

Australian winery Wirra Wirra introduces a new religion to the UK with the return of its iconic **Church Block** label

To worship a wine may seem a little over enthusiastic, but savvy Australians have been religiously savouring this drop since 1972. Now, wine lovers will have a chance to be converted, thanks to Waitrose offering up Wirra Wirra Church Block to the UK faithful.

Wirra Wirra is an award-winning winery in South Australia's picturesque McLaren Vale. Blessed with a unique microclimate comprising intense berry ripening sunshine days with cooling sea breezes, the region is known for its rich, full flavoured yet elegant reds, and in particular is fast gaining a reputation for its excellent cabernet sauvignons.

The **Church Block** blend is 100% McLaren Vale fruit; traditionally cabernet sauvignon dominant, blended with shiraz and merlot – the exact percentages of which vary from year to year to ensure Church Block's revered style and quality are maintained.

Senior winemaker Samantha Connew (International Wine Challenge Red Winemaker of the Year 2007) commented:

"The 2007 vintage is blended from 52% cabernet sauvignon, 27% shiraz and 21% merlot and displays all the hallmarks of Church Block's much loved style: fresh red berry fruit on the nose with a hint of mint and spicy oak. The palate fills with intense, fleshy red berries complemented by a refreshing, natural acidity and fine cedary tannins."

"Given the long and loyal following for this wine in Australia, we always treat its creation with kid gloves, but this vintage really is a stand out."

The name '**Church Block**' refers to one of Wirra Wirra's original vineyards, which lies next to the small Bethany Church, four kilometres from the township of McLaren Vale. It is situated across the road from the picturesque ironstone Wirra Wirra cellars, which are a landmark in the region.

Waitrose will also be listing Wirra Wirra's flagship cabernet sauvignon – the **2005 Wirra Wirra Dead Ringer** in selected stores. Known by its original name 'The Angelus' in Australia, this premium McLaren Vale cabernet was renamed internationally due to a well-regarded 1er Grand Cru Classe wine from St Emilion taking particular exception to the similarity in name. It was christened **Dead Ringer**, for obvious reasons.

It was the much heralded 2004 vintage of this wine that scooped the pool at the 2007 International Wine Challenge, resulting in Samantha Connew being named International Red Winemaker of the Year.

2007 Wirra Wirra Church Block: £9.99

2005 Wirra Wirra Dead Ringer Cabernet Sauvignon: £25.00



Samantha Connew will be travelling from Australia to the UK to promote the Wirra Wirra wines from the 2nd – 7th June 2009.

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Notes to editors:

"Wirra Wirra" is an aboriginal name meaning "amongst the gum trees". Wirra Wirra Vineyards was originally established in 1894 by known South Australian eccentric and cricketer Robert Strangways Wigley. The winery prospered in its early days, producing many wines including a much acclaimed shiraz, which was exported to England and the Empire until his death in 1925. The winery ran into disrepair and was eventually abandoned. In 1969 under the watchful eye of the late Greg Trott and his first-cousin Roger, the winery was rebuilt from the remnants of two walls and some slate fermenting tanks. As with all subsequent Trott endeavours, it was the sheer magnitude and unlikeliness of the project that made it so attractive.

Today Wirra Wirra Vineyards is one of Australia's leading independently owned wineries with a reputation for intense, beautifully crafted red wines and expressive and fine whites. The Wirra Wirra ironstone cellars in McLaren Vale also features the Angelus – a ¾ tonne bell that is rung to signal the start of each vintage in the region and also to celebrate other noteworthy events.

Visit www.wirrawirra.com for more information.

"Never give misery an even break, nor bad wine a second sip. You must be serious about quality, dedicated to your task in life, especially winemaking, but this should all be fun."

Richard 'Greg' Trott (1934 – 2005)