



Simply Divine

Wirra Wirra releases new 2006 Church Block

January 2008

The Wirra Wirra Church Block follower is a dedicated drinker with a discerning palate and wise wallet. This month sees the new vintage release of the 2006, and they won't be disappointed.

Church Block has been converting Australians every year since its first vintage back in 1972. The **2006 Church Block** is the traditional blend of cabernet sauvignon, shiraz and merlot - the exact percentages of which change from year to year to maintain Church Block's revered style.

The 2006 blend comprises 50% Cabernet Sauvignon, 30% Shiraz and 20% Merlot and the result is a fruit driven, dry wine with medium weight and distinct soft tannin finish.

According to senior winemaker Samantha Connew: "The wine was matured in 70% French and 30% American oak for 18 months, and displays generous fruit weight, intensity and length – a true reflection of the 2006 vintage. It is approachable early in life, yet will undoubtedly benefit with further bottle maturation."

Indeed Wirra Wirra's Church Block traditionally rewards patience. One of the staples of any savvy wine lover's cellar, the wine will continue to build texture and complexity from careful cellaring for many years after release.

Samantha has picked out two recent back vintages of Church Block which are highlighting this nicely: 2002 – Rich, ripe, bramble berry fruit dominant on the palate – as on release, but now showing further secondary notes of cedar, spice and earthiness. The tannins are finely integrated and mouthfeel soft and long, yet still finishing firm, indicating benefit from cellaring for another five years, minimum.

2004 - The shiraz component of the 04 was a slightly higher percentage of the blend, and is bursting with plummy, red berry fruits. The palate shows generous fruit intensity, with well balanced oak and lively acidity. This is still a baby, and will be interesting to watch develop over the next 10 years.

The name 'Church Block' refers to one of McLaren Vale's original vineyards, which lies next to the small Bethany Church, four kilometres from the township of McLaren Vale. Built in 1894, it is situated at the centre of the McLaren Vale wine region.

Towards the end of last year, Wirra Wirra added another vineyard to their community with the addition of the key McLaren Vale Rayner Vineyard.

The Rayner vineyard represents almost 20 hectares of prime McLaren Vale land and comprises blocks dating back to 1950. This new addition will assist the award-winning winery in meeting increased demand for their top-end wines, and further cements the winery's commitment to producing premium McLaren Vale reds.

2006 Wirra Wirra Church Block, RRP \$22.00

Available from Vintage Cellars, Kemeny's, Dan Murphy's, First Choice; Nick's Wine Merchants in Vic, Avalon Fine Food and Wine in NSW and most independent retailers.

For further information, bottle shots etc please contact:

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Wirra Wirra is an aboriginal name meaning “amongst the gums”. The winery was established in 1893 by Robert Strangways Wigley (RSW). In 1969 the winery, by then virtually a derelict building and the surrounding seven acres were bought by cousins Greg and Roger Trott and the Wirra Wirra renaissance had begun. Today Wirra Wirra Vineyards is one of Australia’s leading 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 $\frac{3}{4}$ tonne bell that is rung to signal the start of each vintage in the region and also to celebrate other noteworthy events.
www.wirrawirra.com.