



Introducing: The Catapult Experiment...

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The Catapult Experiment launches its maiden voyage in the hands of the grand doyen of wine writers, James Halliday, AM

The Catapult Experiment will see a single bottle take on the world with its first journey of many to come. Of the 6 billion people on earth we thought who better to handle with care, our very own **Catapult Shiraz Viognier** than the acknowledged master of wine and author of wine lovers' to be - *Australian Wine Companion*, **Mr James Halliday, AM**.

We are used to wines that are 'bold' and 'fruity' or 'delicate' and "refined".... but have you ever met a bottle of wine that could be described as 'thoroughly well travelled'? Well you soon will...

We at Wirra Wirra are trying something revolutionary; we're going to 'hurl' a single bottle of Catapult Shiraz Viognier, bound with nothing but a GPS tracking device, sturdy housing unit and a smile, on an unpredictable adventure.

This humble bottle has begun its journey in our very own front yard, carried safely for now with Halliday before setting off to take on the world, passed from one Catapult to the next, traversing the globe as it goes. Where it may travel? We don't yet know.

Each Catapult is encouraged to document their travels by uploading snaps of themselves and the bottle wherever in the world they take it, before passing it on to another like-minded Catapult. With any luck, we'll see The Catapult Experiment reach the Pyramids of Egypt, the gardens of Babylon, the Nuriotpa caravan park, the banks of the River Seine and beyond...

For their troubles (and self-control displayed in not drinking the experiment) they will bask in the global limelight and receive complimentary bottles of Catapult, depending on how far they have travelled with the bottle.

We want to see just how far this bottle will travel around the world, hopefully making its way back to the winery after twelve exciting months.

Wirra Wirra's founder, Greg Trott, saw many of his idiosyncratic visions realised at Wirra Wirra. Yet one vision eluded him – to build a medieval siege machine, or "trebuchet". Why? To use as a catapult of course; bombing neighbouring wineries with bottles of fine wine. He hoped that they would return the favour and make it a showpiece for his beloved McLaren Vale.

Sadly he passed away before he could see his dream realised. However the modern day Wirra Wirra tribe has taken up the challenge and take the wraps of their own mighty siege machine to launch that bottle in style.

The Catapult Experiment is our 21st Century tribute to Trott's love of the trebuchet. Please join us on its journey.

We invite you to follow James Halliday and this experiment in real time through our website www.catapultexperiment.com and Facebook.

Who said wine doesn't travel well?

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