

Media Release

September 2011

Little inner devil inspires Margaret River winery to introduce new range

This month Devil's Lair winery introduces three wines to its collection under a new label called The Hidden Cave. The offering includes: *The Hidden Cave Margaret River Sauvignon Blanc Semillon 2011*, *The Hidden Cave Margaret River Chardonnay 2011* and *The Hidden Cave Margaret River Cabernet Shiraz 2010*. The grapes for these wines were sourced from Margaret River, in particular, Devil's Lair own estate grown fruit as well as fruit from selected growers in the region.

The philosophy behind The Hidden Cave Margaret River collection encourages devilish thinking to create wines with a twist. The focus is to craft wines that showcase Margaret River and to draw on the winemaker's 'inner devil'.

Devil's Lair Chief Winemaker, Oliver Crawford said, Hidden Cave was created when we were experimenting with different varietals, and techniques. For us it is all about creating interesting texture. "These wines are made to be a little different. For example traditionally you expect to see Cabernet Merlot from the Margaret River region not Cabernet Shiraz. It's our opportunity to create something a little different, to let our inner devil challenge our conventional winemaking whilst still showing the characters of the region which are celebrated".

Oliver describes *The Hidden Cave Margaret River Sauvignon Blanc Semillon 2011* as water white in the glass with aromas of freshly ripped basil, crushed lychee and preserved lemon. On the first sip the palate is instantly tropical fruits – passionfruit, mango, gooseberry. A zingy kaffir lime acidity finishes and cleanses the palate. This wine is harmoniously integrated.

The *Hidden Cave Margaret River Chardonnay 2011* is Bright pale white with avocado flesh hues. Aromas of freshly cut limes and granny smith apple juice are posed perfectly with spicy nougat oak. The palate is a controlled explosion of flavour! White peach citrus acidity and rich nutty nougat and spice are seamlessly integrated.

The 2010 vintage in WA enjoy was perfectly suited to both red and white wines. A warm dry spring was followed by a cool start to summer. In terms of a snap shot for the much talked about 2011 vintage, Margaret River was one of the stand out regions in the country given that winter rains were average. An unusually dry hot December and January followed; with only a few intermittent showers in late January. This led to a promising start to the vintage and resulted in wines with great regional definition. Whites were off early, picked in the cool crisp dawns resulting in some wonderful fresh and vibrant wines, which is particularly evident in our *Sauvignon Blanc Semillon and Chardonnay*.

The Hidden Cave Margaret River Cabernet Shiraz is a perfect example of winemaking letting their little 'inner devil' out. Traditionally Cabernet is blended with Merlot in this region, however in this instance Crawford chose Estate grown Shiraz and is happy with the results... "Blending Cabernet with Shiraz allowed us to make a better wine than the expected Cabernet Merlot from Margaret River," said Oliver. Plum red in colour in the glass, this wine shows complex aromas of mocha, cassis plum and a hint of cigar box. The palate has a good balance of black berry fruit, dark chocolate and black olive, with savoury tannins giving the wine a long even finish.

So what's behind the name?...Forty years ago archaeologists stumbled upon a hidden cave in Margaret River, Western Australia. They came across signs of early human occupation and the remains of a Tasmanian Devil, thus giving the Devil's Lair cave its famous name. The winemakers at Devil's Lair have sought out some of the finest vineyards hidden within Margaret River to create this collection.

The Hidden Cave wines are all available from good wine stores for an RRP of \$22.99

For further information:

Ildi Ireland / 0407 058 862 / ildi.ireland@tweglobal.com

About Devil's Lair

Deep within Margaret River is the mysterious and alluring Devil's Lair estate. It takes its name from a renowned local cave, where the fossilised skeleton of a Tasmanian tiger was found, complete with a mysterious fifth leg. To this day the exact location of the cave is a guarded secret. Devil's Lair estate is one of the coolest sites in the region situated at the southern end of the Leeuwin Peninsula in Western Australia.

A combination of geology, geography and climate create wines with great clarity, delicate fruit flavours and elegant structure. Devil's Lair is celebrated for its Chardonnay and Cabernet Sauvignon. The winemaking team includes: Chief Winemaker Oliver Crawford, and winemakers Ben Miller and Michael Kane. Vineyard Manager Simon Robertson has been with the Estate for almost two decades. The Devil's Lair wine labels recreate the Tasmanian tiger's image together with the mysterious extra long leg which was found amongst the remains. The Devil's Lair stable includes: Devil's Lair, Dance with the Devil, the popular Fifth Leg range and most recently The Hidden Cave collection.