

WYNN'S
COONAWARRA ESTATE

WYNNSDAY
2013

For immediate release

July 2013

Wynnsday icon collection showcases Wynns Coonawarra Estate as a benchmark in terroir

Time, patience, and quality best describe the impressive 2013 Wynns Coonawarra Estate new vintage collection headlined by the much-anticipated release of 2010 Icons – Wynns John Riddoch Cabernet, Michael Shiraz and our Single Vineyard, Messenger Cabernet Sauvignon.

Released on Wynnsday, the first Wednesday in August (7 August), the new vintage line up showcases Wynns' meticulous selection philosophy to source grapes from arguably one of the world's finest terroir: the signature *terra rossa* soil of Coonawarra.

The 2010 icon wines – Wynns John Riddoch, Wynns Michael and single vineyard release 'Wynns Messenger' are classic and exemplary examples of their label – truly worthy icons that will age with poise. These flagship reds are only made in exceptional vintages worthy of these wines, such as 2010.

"The 2010 Coonawarra vintage was simply outstanding. Warm and even temperatures delivered a complex array of darker fruit flavours. The resulting icon wines can proudly take their place on the world stage and will reward with medium to long term cellaring," says Sue Hodder, Wynns Senior Winemaker.

This Wynns' release also celebrates the 60th vintage release of the classic Wynns Coonawarra Estate Shiraz, produced from the excellent, low yielding, mild 2012 vintage; along with the 'best of vintage' Wynns 2011 'Black Label' Cabernet Sauvignon.

"A wine of style and stature, and a perennial favourite in auction circles, the 'Black Label' is one of Australia's most collected wines and Australia's benchmark Cabernet Sauvignon - equal to the best that the rest of the world has to offer" adds Sue.

The Wynns Coonawarra Estate 'Wynnsday' New Vintage Release includes:

<i>Wynns John Riddoch Cabernet Sauvignon 2010</i>	<i>RRP \$149.99 AUD</i>
<i>Wynns Michael Shiraz 2010</i>	<i>RRP \$149.99 AUD</i>
<i>Wynns Messenger 'Single Vineyard' Cabernet Sauvignon 2010</i>	<i>RRP \$79.99 AUD</i>
<i>Wynns Coonawarra Estate 'Black Label' Cabernet Sauvignon 2011</i>	<i>RRP \$44.99 AUD</i>
<i>Wynns Coonawarra Estate Shiraz 2012</i>	<i>RRP \$24.99 AUD</i>

The Wynns new vintage release will be available from 'Wynnsday' 7 August from fine wine retailers and Wynns cellar door. The remaining Wynns classic wines from the exceptional 2012 vintage, outside of the Wynns Shiraz, will be released later in the year.

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EDITOR'S NOTES

Wynns John Riddoch Cabernet Sauvignon 2010

First made in 1982, the John Riddoch Cabernet Sauvignon was conceived as a flagship wine for the Wynns portfolio. **Wynns John Riddoch Cabernet Sauvignon** is made in small quantities from the best available fruit grown on the estate's exclusive Cabernet plantings. It has become a definitive Coonawarra Cabernet Sauvignon, made only in years when grapes of extraordinarily high quality are available, using less than one percent of the top Cabernet grapes.

Michael Shiraz 2010

Michael Shiraz is Wynns Coonawarra Estate's best-of-vintage Shiraz. This wine – named after Wynn's young son, is a legend of the Australian wine industry with good bottles still offering a great wine experience. Revived with the superb 1990 vintage, the fruit used for this wine comes from the best vineyard sites in Coonawarra and is only made in years when the grapes are of extraordinarily high quality.

Wynns Messenger 'Single Vineyard' Cabernet Sauvignon 2010

The **Wynns Messenger 2010** is our second release from this vineyard, planted in 1985. This dry-grown block has deeper terra rossa soils which produce great wines in warmer seasons, and it is fitting to acknowledge this quality with an individual label. The warm and even 2010 vintage was ideally suited for this vineyard, on the southern end of the terra rossa strip, providing the perfect showcase for this elegant, fine, single vineyard wine displaying similar characteristics to the original Messenger 2005.

Wynns Coonawarra Estate 'Black Label' Cabernet Sauvignon 2011

First produced in 1954, and widely known as 'Black Label', **Wynns Coonawarra Estate 'Black Label' Cabernet Sauvignon** has established a reputation for displaying excellent varietal and regional characteristics. Displaying great fruit density and character, this 2011 release is reminiscent of medium-bodied wines from the 1980's. True to its ideals, the 56th vintage of this wine catalogues a remarkably cool season for Coonawarra.

Wynns Coonawarra Estate Shiraz 2012

This Wynnsday marks the 60th Vintage release of the Wynns Shiraz. 2012 was an excellent, low yielding and mild vintage – spicy and timeless and classic in style as you would expect from a cooler climate. As a result, the **Wynns Coonawarra Estate Shiraz 2012** is a medium bodied wine with a lingering finish that will age gracefully in the tradition of the original Wynns Hermitage.