



## M.V. COLLECTION

MEDIA RELEASE

FOR IMMEDIATE RELEASE

### Rosemount MV Collection celebrates McLaren Vale at its best

Featuring bold labels that depict the McLaren Vale landscape from above and showcasing the vibrant flavours of the region, Rosemount is pleased to introduce the MV Collection, a new range of four wines that captures the character and appeal of this outstanding McLaren Vale wine region.

McLaren Vale has been an essential part of Rosemount Estate since the 1980s when the team began sourcing fruit from the region, and since Rosemount purchased the 100-year-old Rycroft winery and vineyards in 1991, its focus on the region has grown exponentially.

Rosemount Estate's Chief Winemaker, Matt Koch and the team set out to create a collection of wines that best represented McLaren Vale and its hero varieties, in Rosemount's signature style. The result is four varietal and regionally expressive wines: a Cabernet Sauvignon, Shiraz, GSM and Chardonnay.

Of the region, Matt said: "I think McLaren Vale is one of our most dynamic wine regions – it's known for its consistency and quality, but there's also great diversity and a wonderful energy in the region. Stylistically, Rosemount's approach is about freshness, vibrancy and good drinkability and the MV Collection is our interpretation of what we love most about the vineyards and sub-districts surrounding our winery."

The MV Collection labels feature striking patterns adapted from hand-drawn sketches, representing the McLaren Vale landscape from above: the vineyards and rows of vines, the valleys and the winding coastline.

The MV Collection Shiraz and Cabernet Sauvignon are from the 2012 vintage, which featured good winter rains and a warm spring leading to early budburst and flowering. Relatively mild to warm days with cool nights during the ripening period allowed for ideal ripening with lower yields producing wines of great concentration and poise.

The Chardonnay and GSM are from 2013, which was a much warmer season. Fortunately, the vines were well set up for the summer heat due to heavy winter rains and a mild spring which created strong canopies, sheltering the fruit when it was needed. As a result, the wines of 2013 have great strength and character.

#### **Rosemount Estate MV Collection Chardonnay 2013**

**RRP: \$24.99**

A contemporary style, crafted with very little oak to retain fruit vibrancy. Rich and fragrant with a soft, creamy finish.

#### **Rosemount Estate MV Collection Shiraz 2012**

**RRP: \$24.99**

A rich and complex wine with sub-regional blending of McLaren Vale's exceptional Shiraz vineyards providing supple tannins and a long finish.

#### **Rosemount Estate MV Collection GSM 2013**

**RRP: \$24.99**

Featuring Grenache sourced largely from McLaren Flat. A plush wine with the three complementary varieties in harmony and an exceptionally long finish.

#### **Rosemount Estate MV Collection Cabernet Sauvignon 2012**

**RRP: \$24.99**

Sourced from a number of sub-districts resulting in a complex and well-balanced wine with the vibrant fruit characters of classic McLaren Vale Cabernet.

*Rosemount Estate's MV Collection will be available nationally at Dan Murphy's, BWS and on-premise venues from **July 2014**.*

**For further information, images or winemaker interviews, please contact:**

Justine Porter-Rebien, PR and Communications Manager Rosemount  
03 8533 3838 / 0438 545 383 or [Justine.porter-rebien@tweglobal.com](mailto:Justine.porter-rebien@tweglobal.com)

