

For immediate release
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Down Under Wine On Top

A remote land of adventure and surprise, with awe-inspiring coasts, arid inlands and vibrant splashes of colour, is it any wonder that Australia is producing exciting, boutique wines almost as well hidden from public view as the remote country itself? Wine merchants Majestic Wine will champion a selection of innovative Australian blends this month, highlighting the opulence and character of this new generation of winemakers.

The founding father of the New World surge, [Australian wine](#) fell foul of the fickle nature of fashion when debutantes like Chile temporarily threatened to steal its crown in the late 90s. Now however, experimental pairings and an aptitude for risk taking have nurtured a pioneering new spirit which is in evidence right through from vine to bottle.

Criss-crossed by diverse micro-climates and a topography that changes from one mile to the next, an unmistakably Australian interpretation of grapes including Shiraz, Cabernet and the notoriously difficult Pinot Noir has created both multi-regional blends and regionally distinct varieties – think Barossa Shiraz, Riesling from the Clare Valley region and [Hunter Valley Chardonnays](#).

It is this diversity of character that has helped to fashion a cornucopia of identities and flavours. Cut off from Europe by endless seas, very few examples of the limited production Australian wine from family estates and experimental vineyards make it to UK shores. Andy Lloyd, manager at Majestic's Covent Garden store received the coveted 2009 Wine Writer of the Year Award and travelled to Australia as part of his prize. He said, "If you speak to Australians, they say that the selection of Australian wines available in the UK is not the same as the range available domestically. The parcels are small so it's very rare to see examples available over here, which makes this month's selected Australian parcel so exciting.

"Australian wine is quite misunderstood. It has been bracketed as being about the cheaper brands but in actual fact, is far more exciting. Winemakers in Australia are doing lots of interesting things. Varietals like Shiraz and [Kangarilla Road Chardonnay](#) reflect this – they are really interesting, different and experimental, reflecting the experimental side of Australia."

First established by Tyrrell's and Rosemount Estate in the 1960s, Chardonnay is perhaps Australia's signature grape and justifiably one of the best selling varieties in the UK last year according to Nielsen research. Soft, full, fruity and buttery, Australian Chardonnay is at the forefront of the

country's renewed winemaking vigour with vineyards such as the family-owned Wakefield producing outstanding vintages. Part of the new Australian's First Families of Wine initiative, Majestic's [Wakefield Estate Chardonnay 2008 Clare Valley](#) is full of peach, nectarine and citrus fruit flavours, preceding a ripe, mid-weight palate of peach, pineapple and a subtle cinnamon note.

With recent changes in style due to a new management team led by Chris Hatcher, the [Wolf Blass Yellow Label Chardonnay](#) is a full oaky white, replete with tropical flavours and honey tones.

The [Leeuwin Estate Art Series Chardonnay 2006 Margaret River](#) is a Majestic fine wine. Owned by the Horgan family, Leeuwin's Art Series also includes Riesling, Sauvignon Blanc and Cabernet Sauvignon. It is the Chardonnay however that has been recognised as one of the most outstanding Australian Chardonnays based on the last 27 vintages. Intensely concentrated, the light gold-coloured 2006 wine spent 11 months in 100% new French oak.

Majestic Wine's Australian parcel is available exclusively online from 18th February 2010. Browse the range and buy any of Majestic's Australian Wines online at www.Majestic.co.uk

About Majestic Wine UK

Majestic Wine Warehouses is the UK's biggest and best retailer specialising in sales of wine by the mixed case, with 153 stores throughout the UK. Majestic offers an extensive range of superb wines in large quantities, giving real choice and value.

Majestic's staff are passionate about wine and are always on hand to give advice on what to buy. Majestic are also the only wine retailer to operate a FREE delivery service for cases of 12 bottles throughout mainland UK. For gifts of less than 12 bottles Majestic operates a Gift Solutions service at <http://www.majestic.co.uk/About/GiftSolutions>

Majestic Wine are also different from mail order and internet wine merchants, who may try to tempt you with artificial savings on a mixed case of indifferent wines. Their promotions often last several months at a time and boast hundreds of multibuy offers, which represent genuine savings. They are famous for their 'one-off' special parcels, which are worth looking out for!

Editor's Note: Majestic Wine is represented by Dakota Digital. Please direct all press queries to Rebecca Appleton. Email: Rebecca@dakotadigital.co.uk

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