

Fifth Leg whippersnapper

Cheeky Western Australian wine label Fifth Leg is adding two new wines to its popular range with the creation of **Fifth Leg Whippersnapper**, specifically crafted for restaurants and cafes. This new range explores newer wine styles with grapes sourced from Western Australia. These innovative and approachable wines are medium bodied styles perfect for food. The new range includes:

- **2009 Fifth Leg Whippersnapper Shiraz Grenache Tempranillo RRP: \$19.99**
- **2009 Fifth Leg Whippersnapper Sauvignon Blanc Semillon Chenin Blanc RRP \$19.99**

Fifth Leg Winemakers Michael Kane and Mireille Hewlett have made these wines for foodies and wine lovers who buy wine in a restaurant or café to enjoy with food and friends. It's all about the simple pleasures in life; good food, good company & great wine.

Mireille Hewlett Fifth Leg Red Winemaker said, "For the **Fifth Leg Whippersnapper Shiraz Grenache Tempranillo 2009** we focussed on varieties that perform well but are not an obvious choice. The red consists of Shiraz Grenache Tempranillo. Shiraz in Western Australia produces mulberry like fruit with pepper spice (similar to the Rhone valley), the Grenache gives the wine an intense lift of blueberry, blackberry and liquorice and the Tempranillo provides savoury notes (black olive) and great structure. "

Michael Kane Fifth Leg White Winemaker describes the original **Fifth Leg White** as a wine that shows grassy floral characters whilst the Fifth Leg **Whippersnapper Sauvignon Blanc Semillon Chenin Blanc 2009** has lemon lime zest added into the mix. The Whippersnapper white takes traditional WA varieties Semillon and Sauvignon Blanc and adds in one of WA's oldest varieties – Chenin Blanc. Chenin provides crispness and lift that is not always found in Sauvignon or Semillon. Chenin Blanc is traditionally grown in a region called Vouvray which is North of Bordeaux so it is fitting that (given the likening of Margaret River to Bordeaux) that we can use this variety for the blend.

Fifth Leg Whippersnapper celebrates the cheeky, innovative and fun nature of Fifth Leg and offers wine lists across the country something new from Western Australia. **These wines are on premise only and will not be found in bottle shops.**

Wines currently available in the Fifth Leg range:

- Fifth Leg White (Sauvignon Blanc Semillon Chardonnay RRP: \$19.99)
- Fifth Leg Red (Shiraz Cabernet Sauvignon Merlot) RRP: \$19.99
- Fifth Leg Rose (Merlot, Shiraz, Cabernet Sauvignon) RRP: \$19.99
- Fifth Leg Chardonnay RRP: \$19.99

ABOUT WA WINE MARKET: Source: Nielsen LiquorScanTrack | MAT to Jan 2010 | Based on Value

- The WA bottled wine segment makes up 12.7% of the total bottled wine market, and is currently growing at+ 6.1% (in value) vs. YA
- 42% of WA bottled wine sold nationally is sold in WA
- In WA, WA bottled wine brands are growing at +11% in value vs. YA (so nearly twice as fast as WA brands at a national level)

ABOUT FIFTH LEG

The story behind the Fifth Leg label goes back to the Devil's Lair cave where the fossilized remains of a Tasmanian tiger were found, together with a mysterious fifth leg. These wines were born out of the highly respected Devil's Lair vineyard in 1996, the winemaking philosophy behind this range is to produce wines that represent the easy going, fun loving nature of Western Australia, resulting in a vibrant range of wines displaying well bred style and character.

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