



Dance with the new Margaret River wines from Devil's Lair:

Dance with the Devil

MEDIA RELEASE

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Heralding from WA's Margaret River wine region and crafted at the hands of the Devil's Lair winemaking team, comes a new range of distinctive, vibrant and food-friendly wines named Dance With The Devil.

The range consists of two blends: **the 2010 Dance With The Devil Sauvignon Blanc Chenin Blanc** and the **2009 Dance With The Devil Shiraz Tempranillo**.

"We crafted these wines for those enthusiasts who are familiar with wine and know what they like but are looking to explore something different. It was a really exciting project to work on as they're looking for interesting varieties and unique blends from premium and more alluring regions", says Oliver Crawford, Chief Winemaker.

Dance With The Devil wines are a blend of familiar Margaret River varieties - Sauvignon Blanc and Shiraz - with less traditional Margaret River varieties - Chenin Blanc and Tempranillo. Together they produce an accessible and interesting range with the pedigree and quality of Devil's Lair.

Margaret River is renowned for its unique combination of geology, geography and climate. Fruit for both of these wines comes exclusively from Margaret River, which is growing faster than the bottled wine category*and is the top ranked region for highly involved wine drinkers. This distinctive and appealing terroir is reflected in this new range of wines from Devil's Lair.

The 2010 Dance With the Devil Sauvignon Blanc Chenin Blanc combines the length and racy acidity of Chenin Blanc with the tropical fruit flavours of Sauvignon Blanc. The 2009 Dance with the Devil Shiraz Tempranillo marries the spice and wild berry flavours of Shiraz with the structure, tannin and length of Tempranillo.

Reflecting trends from both wine drinkers and makers toward food-friendly wines, these wines are crafted in a medium-bodied and supple style to complement modern food styles.

Sitting between the ultra-premium Devil's Lair Estate wines and the irreverent and quirky Fifth Leg WA wines, the Dance With The Devil range reveals the exciting new offerings that come from blending the emerging with the established in a unique, food friendly and thoroughly modern style, all under the quality and craftsmanship of Devil's Lair Estate.

Dance With The Devil wines are available from June 1st from select restaurants and wine retailers nationally. RRP \$24.99.

*Nielsen Scan Track Liquor data, MAT to 28/04/10 ^Roy Morgan Tracking data, APRIL MAT 2009

For further information or to request a bottle image, please contact: Ildi Ireland, PR Manager, T: (03) 8626 3374 or 0407 058 862, ildi.ireland@fostersgroup.com