

## Fowles Wine Included in Matthew Jukes 100 Best Australian Wines 2014/15

Friday 6 June, 2014

Media:

Fowles Wine is delighted to announce that it's Are you Game? 2012 Shiraz has been included in Matthew Jukes' 100 Best Australian Wines.

Launched at Australia House in London on Tuesday 3 June, the 11th Edition of 100 Best Australian Wines 2014/15 is a compilation of the finest one hundred Australian wines available in the UK as judged by Matthew Jukes through exhaustive tastings over a 12 month period.

Matthew Jukes is the UK's most widely read wine critic and one of the world's leading experts on Australian wine. Speaking about their inclusion in the 11th Edition of 100 Best Australian Wines, Fowles Wine CEO Matt Fowles said: "To have been selected as one of Australia's leading wines by someone of Matthew's calibre is humbling, particularly given the quality and diversity of Australian wine in the UK.

We strive to produce the very finest cool climate Victorian wines and feel this accolade is significant recognition for our region, the Strathbogie Ranges, and testament to the tireless work of our team."

Fowles Wine's Are you Game? 2012 Shiraz is one of eight wines it introduced into the UK market at the start of the year.

Speaking about the Are you Game? 2012 Shiraz, Matthew Jukes said: "I love this wine. It is been put together by a very thoughtful team. The crunchy, sour cherry-tinged Shiraz has been cultivated in a cool climate atmosphere. This nubile, purple Shiraz is combined with a sloosh of 10% Tempranillo and already you are talking my language. With a mild-mannered 13.7% alcohol and a freshness of spice, pepper and light oaking on top, this wine is designed to be drunk rather than revered and the price is going to encourage this pursuit.

Victorian Shiraz has a very different palate shape to South Australian Shiraz. A refreshing, vital nature is its trump card. You rarely see these qualities at this competitive price because most wineries are too small to benefit from economies of scale, so make sure you taste this lovely, bright wine – as the label says, Are You Game?"

UK wine lovers will have an opportunity to taste Fowles Wine Are you Game? 2012 Shiraz at the 100 Best Australian Wines Road Show - a series of events across the UK in 2014/15 showcasing the best 100 wines. Details of these events will be released on Matthews Jukes website in the coming months.

Speaking about the UK wine market, Matt Fowles said: "We're excited and feel there is a real opportunity to bring focus to next generation Australian wines and, in our case, fine Victorian wines to UK wine lovers. We believe Matthew Jukes' endorsement, together with the passion and ability of our team and that of our distributors Enotria World Wine, will go a long way in making it happen."

More information:

For further comment please contact Matt Fowles: [matt.fowles@fowleswine.com](mailto:matt.fowles@fowleswine.com)

For images or logos please contact: Charley May: [charley.may@fowleswine.com](mailto:charley.may@fowleswine.com)

Fowles Wine is an award winning winery located in the Strathbogie Ranges wine region, Victoria, Australia.

Fowles Wine crafts some of Australia's finest cool climate wines and was the first Victorian winery to win the prestigious trophy for 'Australia's Best Shiraz' with Ladies who Shoot their Lunch 2008 Shiraz.

Fowles Wine is available in the UK through Enotria World Wine. For wholesale enquiries please contact Maggie Macpherson: [m.macpherson@enotria.co.uk](mailto:m.macpherson@enotria.co.uk)

Fowles Wine can be purchased in the UK through Great Western Wine. For retail enquiries please contact Richard Lecoche: [richardl@greatwesternwine.co.uk](mailto:richardl@greatwesternwine.co.uk)

The 11th Edition of 100 Best Australian Wines can be downloaded at: [www.matthewjukes.com](http://www.matthewjukes.com)



### Related Sectors:

Food & Drink ::

### Related Keywords:

Fowles Wine ::

### Scan Me:



## Company Contact:

—

**Pressat Wire**

E. [support@pressat.co.uk](mailto:support@pressat.co.uk)

[View Online](#)

## Additional Assets:

**Newsroom:** Visit our Newsroom for all the latest stories:

<https://www.wire.pressat.co.uk>