



**Tim Adams**  
CLARE VALLEY

**TIM ADAMS WINES: APRIL 2013**

## A classic Australian red has to work hard for its place

- Tim Adams 2008 Cabernet Malbec (\$29)
- Tim Adams 2010 Shiraz (\$29)

You'd think that a reasonably priced, well crafted wine modelled on a classic Australian dry red would easily find space on restaurant wine lists and retail shelves.

Think again, though, if the wine is a blend, especially if it is a reasonably uncommon blend such as Tim Adams 2008 Cabernet Malbec, the same blend that Tim's mentor, the late great Mick Knappstein, used to produce the legendary Leasingham Bin 56s of the 1970s.

It's only been for the last couple of releases that the percentage of malbec has risen to 20 per cent, requiring its inclusion on the label and Tim reckons it has made a clear difference to the wine's perception.

Sandra Robbertse, from Winestock, the NSW distributor for Tim Adams Wines, agrees.

"This is clearly a great Australian red," she said.

"But we do have problems placing it, simply because it doesn't easily fit into an existing slot. Wine lists and bottleshops don't have sections for cabernet malbec so restaurateurs and buyers are reluctant to take it on.

"Or else it ends up in a category such as 'miscellaneous reds' or 'other blends'. And that makes it hard for the consumer."

Despite these difficulties, Tim remains a great fan of malbec and knows from years of experience that the variety has great affinity for the Clare Valley.

"It shows massive soft mulberry flavours which perfectly complement the leaner, more lineal flavours of cabernet," he said.

"Once people try the wine they quickly become fans. It's just a matter of getting them to taste it.

“Interestingly, sales of the blend in the UK are booming, probably because consumers are cutting their wine teeth on container loads of soft, juicy South American malbec and really liking what they taste.

“And when they decide to move upmarket a bit, they see Cabernet Malbec as a natural progression.”

Tim’s confidence in the Tim Adams 2010 Shiraz is clearly shown by the decision to bottle a small run of imperials, the six-litre bottle he reserves only for the very best vintages.

“I’m a great fan our ’09 shiraz, because of its immediate approachability and its voluptuous flavours of violets, mulberries and spice,” he said.

“I see all those characters in the 2010 as well but in greater amplitude. You could say it’s like the ’09 on steroids.”

For further information, please contact Tim Adams on (08) 8842 2429. Further information is also available from the Tim Adams Wines website ([www.timadamswines.com.au](http://www.timadamswines.com.au)).

NOTE: High-resolution reproduction-quality images can be downloaded from WineMedia’s website ([www.winemedia.com.au](http://www.winemedia.com.au)).

Release issued by WineMedia, contact John Rozentals (phone 02 9743 5734 or email [jrozentals@winemedia.com.au](mailto:jrozentals@winemedia.com.au)).