



21 February 2012

Dear «First_name»

We're pleased and proud to forward you a sample of BlackJack 2009 Majors Line Shiraz, which we produced, as usual, from some excellent fruit grown by David and Ruth Norris, our near-neighbours in Victoria's Harcourt Valley.

It's the last of our reds from the 2009 vintage, which came as such a relief following the traumas of 2008.

Yields were down by 20-25 per cent, due largely we think to the stress that all the district's vines experienced in the previous year's heatwave.

Hence, while conditions were ideal for ripening and a pleasure to work in, the vintage was still short, sharp and early-ish.

This is our sixth consecutive vintage of Major's Line Shiraz, which we began producing in 2004 when we realised the quality of the fruit that the Norrises were growing.

Quality-wise, it could easily have been blended with our own fruit for our main BlackJack labels, but we don't want to compromise the estate-grown status of those wines.

At the same time, the fruit was of a more robust style than we generally used for Chortle's Edge Shiraz, our lower-priced Monday-to-Friday wine that we source from the Bendigo region as a whole.

The creation of Major's Line provided us with an important halfway point, both pricewise and regionally, between our estate shirazes and Chortle's Edge.

We firmly believe that this wine, which retails for \$25 and shows some wonderfully rich blackberry, plum and liquorice, confirms our faith in what the Norrises are doing.

Yours sincerely

Ian McKenzie and Ken Pollack

Proprietors and winemakers, BlackJack Wines