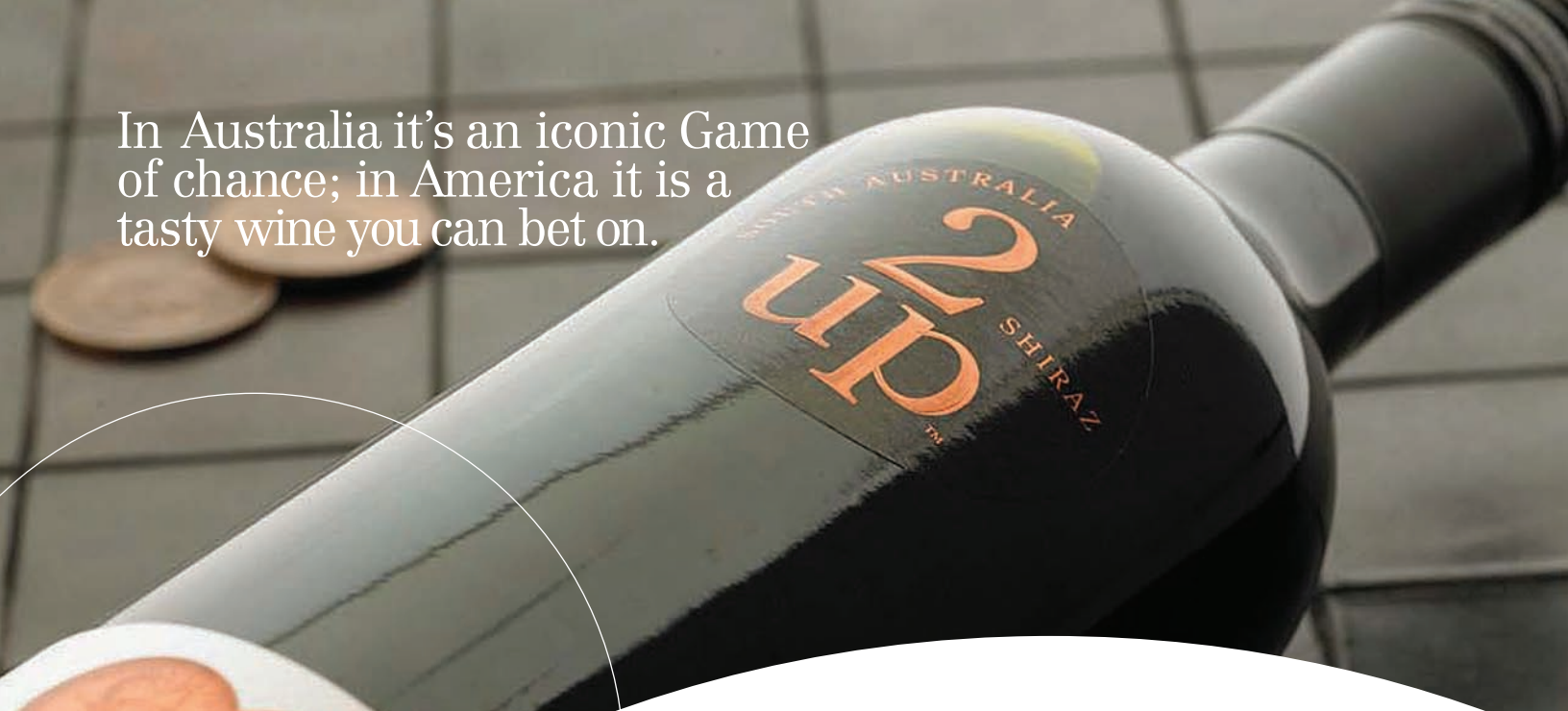


In Australia it's an iconic Game of chance; in America it is a tasty wine you can bet on.



2007 Shiraz  
SOUTH AUSTRALIA

# 2 up

**FROM THE CREATORS OF  
KANGARILLA ROAD**

2 up Shiraz is the latest creation of Kevin and Helen O'Brien, proprietors of the well-known Kangarilla Road winery. 2 up is handcrafted from a blend of grapes from highly prized local vineyards specifically selected by Kevin. The skilled craftsmanship in both the vineyard and the winery results in a complex, delicious, great quality Shiraz.

*Helen O'Brien Kevin O'Brien*

**ACCLAIMED WINEMAKER**

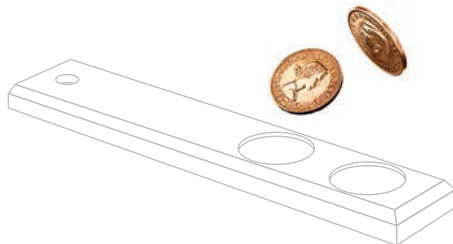
Kevin has been making wine for more than 20 years. His approach to wine is simple: produce wines to enjoy drinking with or without food and hopefully with friends. Kevin has earned a reputation for crafting well balanced wines that are rich in intensity and consistently earn critical acclaim. While 2 up's name pays tribute to a playful game of risk, Kevin's long-standing reputation for making high quality wines makes it anything but risky.

**SUPERIOR QUALITY SHIRAZ  
FOR SUPERB VALUE**

2 up continues to be a leader in super-premium Australian Shiraz by over-delivering quality and value at its suggested retail price of \$14.99.

2 up is a winner in U.S. Grocery, +22%, it ranks among the top 10 for growth in the super-premium Australian Shiraz category.

*-Source: AC Nielsen, U.S. Grocery, 52 weeks ending 5/2/09*



two-up rules

*Two-up is an Australian game of chance made popular by soldiers during WWI and WWII. Today it is played in the back of pubs using two pennies and a paddle called a "kip." Bets get placed, pennies get tossed, and everyone goes wild till the pennies land either both heads up – a two up; tails or odds – a one up.*

## TASTING NOTES

Dark berries with spicy stewed plums and dark cherries. Long lingering finish reflecting blackberries and blueberries on the palate, with fine tannins and notes of complex spices.

## VINTAGE

Following one of Australia's worst droughts in recent history, the 2007 vintage was a complex undertaking. While many vines wilted under these extreme conditions, this wine benefited from the smaller crops, which provided greater intensity of flavor and aromas.

## VINEYARDS

The vineyards of the Southern Fleurieu and Currency Creek contribute deep, rich color together with signature notes of blackberry and spice. The Langhorne Creek vineyards give the wine depth and texture along with complex spice, dark plum and cherry flavors that are often associated with the region. Together the three regions provide excellent depth, complexity and mid-palate power.

## VINIFICATION

Fermentation was carried out in submerged cap and static open fermenters. The wine is pressed at dryness and maturation is in French and American oak for 12 months.

## UPC CODE



## SCC

10750625652012

## 2007 TECHNICAL INFORMATION

<i>Blend:</i>	100% Shiraz
<i>Total Acidity:</i>	6.9 g/L
<i>Alcohol:</i>	14.0%
<i>pH:</i>	3.55
<i>Bottling Date:</i>	June 2008
<i>Food pairings:</i>	Italian dishes, ribs, grilled meats such as aged beef and lamb



## 2007 ACCLAIM HIGHLIGHTS

88

Value reds \$20 & under.

**The**  
**WINE**  
**ADVOCATE**  
02/28/09



**SILVER MEDAL**  
2008 San Francisco  
International Wine Competition