



POPPELVEJ

McLaren Vale - Australia

Background

Poppelvej, meaning "the street of poplars," is a Danish word referring to the name of the street where brothers Jens and Uffe Deichmann grew up. This charming name is in stark contrast to the inky, self-deprecating humor that seems to underpin each label. If the Poppelvej wine lineup were a high school clique, they'd be the post-metal rock kids who stay up too late at night listening to Tool and reading Animal Farm. The names that adorn these wines are the likes of "Dead Ohio Sky," "Vicissitudes of Life," and "Zoonotic Spillover." The grapes for these musically-inspired labels come from carefully chosen sustainably farmed sites in McLaren Vale and Adelaide Hills. The wines are vinified without additions (besides very minimal sulfur in some instances) in a little shed in McLaren Vale, and bottling occurs without fining or filtration. Their lineup leans red, but they have an exciting Viognier and a whole-bunch pressed Mourvèdre rosé that ferments in a concrete egg. These are honest wines that beautifully mirror the spunky whims of their creators.

Highlights

- 1** Poppelvej, founded by Danish brothers Jens and Uffe Deichmann, is known for its minimal intervention, edgy wines from McLaren Vale.
- 2** The wines (mostly reds) are made with no additions but a hint of sulfur. Farming is organic; some plots are biodynamic.
- 3** Winemaker Uffe Deichmann was named in Young Gun of Wine's list of Top 50 Australian Winemakers of 2024.

Wines SRP \$30

Whites & Rosé

These include a Grüner Veltliner, Sauvignon Blanc, Riesling, Sémillon, and Mourvèdre rosé. The themes are acid, skin contact, and lower ABV.



Reds

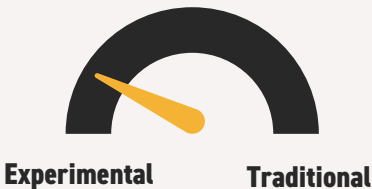
The reds run the gamut from Pinot Noir to Teroldego, and hit everything in between from Syrah to Grenache to Cab Franc. The themes are lower ABV, freshness, and drinkability while still being serious wines from serious vineyards.



Ethos



Packaging



Press

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This is a dazzling interpretation of mourvèdre... [that] makes for compelling, mellifluous drinking.

91 points

HALLIDAY WINE COMPANION
'Dead Ohio Sky' Rosé