



## Background

Boxhead represents outstanding value no matter the locale. For 14 years, the fertile red soils of McLaren Vale and the Barossa Valley were the source of what has always been a crowd-pleasing Shiraz. In year 15, the square-shaped brains behind this elixir moved across the seas—but within the same hemisphere—to South Africa. The granitic and shale riddled soils of the Swartland became a blank page to write the next chapter of this brand. The bottle still shows that familiar cubic dome of a mascot, while the juice inside remains a familiar flavor with optimum ripe fruit flavors, supple texture and chewy tannins. Once a boxhead... always a boxhead.

## Highlights

- 1** The signatures of Boxhead Shiraz are optimum ripe fruit flavors, supple texture, and chewy tannins.
- 2** It is a great choice for under \$15 retail or a by-the-glass program.
- 3** The wine ferments with native yeast, which is rare for its production volume & price.

### Shiraz SRP \$15

#### Tasting Note

Balanced and approachable, with an easy structure and moderate tannins, this Shiraz offers black cherry, fig, boysenberry and brambly fruit flavors all lifted by spicy notes of pepper and nutmeg.



#### Ideal Accounts

Pubs & dive bars, clubs, high-volume retail shops, golf courses, corner stores, etc.

## Ethos



## Packaging



## Provenance

#### District

Swartland



#### Region

Coastal