

FOR IMMEDIATE RELEASE

Molly Dooker



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Mollydooker Wines 'Label Our Lefty' Contest

Aussie Winery offers trip for two to Australia as prize for naming its new wine.

McLaren Vale, Australia, August 1, 2011. What's in a name? You tell us. Mollydooker, the fun-filled Australian winery, is on a world-wide search for the perfect name for its newest wine. The winning name will forever be displayed on the label of their new Sparkling Shiraz and will become part of the flavorful family of award winning Mollydooker wines.

"Four years ago we asked our friends to help us name our charity wine", said Sarah Marquis, who with her husband Sparky, founded Mollydooker. "The winners (who suggested 'Sip it Forward') came to our USA release parties as our guests, and we all had a ball."

"This time we want to make it even more special, so we are opening the contest up world wide, and we will fly the winner and a guest to visit us at the winery in Australia."

"The new wine is going to be a partner to The Boxer Shiraz, which is our most popular wine," explained Sarah. "We have kept a tankful of Boxer at the winery, and we will be re-fermenting it to make a Sparkling Shiraz. At \$25 it is going to be lots of fun - a wine full of rich, long lasting fruit flavors and tiny fizzy bubbles. We see it as an ideal companion for a party, a BBQ, or any kind of celebration. All we are missing is the name, and we are asking for help with that."

"We are really looking forward to bringing the winners to Australia," added Sparky, "we'll be taking them through the winery and showing them how we make the wine, and they will get to walk in the vineyards where the wine they named was grown. If they come during harvest, they will even be able to sit under the gum trees with us, hand crushing grapes and tasting the juices, and helping us decide when to pick. We live in a beautiful part of the world, and we are looking forward to sharing it with them."

Contestants can find the guidelines and enter their name suggestions online at www.LabelOurLefty.com, the contest closes on September 4, 2011 and the winner will be announced on September 15, 2011 (International Mollydooker Day) at the Mollydooker Winemaker's Dinner at the Palomar Hotel, Washington D.C.



About Mollydooker Wines



Since its first release in 2005, *The Boxer* has been Wine Advocate's 'Best Value Red Wine in the World' twice, and has polled second on Wine and Spirit's 'Most Popular Shiraz on American Restaurants Winelists' for the last three years.

www.mollydookerwines.com

www.LabelOurLefty.com

Sarah & Sparky Marquis, owners of Mollydooker Wines, are some of the most decorated winemakers in the world. They have received five 99-point scores from Robert Parker's *The Wine Advocate*; four of their wines have been chosen in the *Wine Spectator's* 'Top 100' and their *Carnival of Love Shiraz* has made the *Wine Spectator* 'Top 10' list two years in a row. Sarah and Sparky have been named 'Australian Winemakers of the Year', have been chosen by Robert Parker among the 'Top Wine Personalities in the World', and have been crowned 'McLaren Vale's Bushing King and Queen' a record three times. Mollydooker winery is located on 116 acres of prime McLaren Vale vineyards, about 45 minutes outside Adelaide.