



FRISK PRICKLY

Alpine Valleys, Victoria



"Frisk Prickly (Riesling) was developed as a light-bodied, low alcohol, medium-sweet, slightly fizzy fun wine. And it certainly delivers in all these respects, not to mention offering amazing value!"

Robert Parker's The Wine Advocate

REGION: Alpine Valleys, Victoria

HARVEST: Early March through April

CLIMATE: Cool to cold climate, highly continental

VARIETIES PLANTED: Riesling, Muscat Gordo, Dolcetto, Merlot

WEBSITE: www.friskwines.com



Vineyards looking up to the towering Victorian Alps



PROFILE: Frisk is represented by an eclectic team of winemakers located in Australia and California who believe wine is for enjoying. Period. Full stop. They don't try to baffle you with terms you've never heard of or flavors that have no business in a bottle of wine. They make delicious wine with a unique prickle to it. If it tastes a bit like nectarines, they'll tell you "this tastes a bit like nectarines." If it tastes a little like limes, or minerals? That's what they'll say. Frisk wines are grown in decidedly different climates. High in the Alpine Valleys of Australia. Or deep in the verdant plains of Lodi, California. Places a little cooler, or sunnier, or steeper, or more obscure than the places one would expect winemakers go, because Frisk's Brilliantly Conceived Master Plan consists of Being Where The Grapes Grow Best and making wines that reflect that.

LOCATION: In the 1850s, Italian immigrants happened upon Australia, and, being sick to death of sailing and having not much else to do, they started climbing. And climbing. And ended up in what is now known as The Alpine Valleys, which are nestled snugly into the foot of the Victorian Alps. With lofty slopes climbing to 2000 feet, the mountaintops see snow in winter and punch through clouds to nab a slice of sunshine in summer. Meandering valleys have been sculpted by the ancient flow of four local rivers, Ovens, Buffalo, Buckland and Kiewa, making for a hefty dump of granite loam and one confusing topo map. The Italians weren't confused; they saw potential and promptly sent home for a few of the thousands of indigenous grape varieties they'd left behind. As it happens, the Dolcetto has shaped up pretty well over time, blending perfectly with cool-climate Merlot plantings for an aromatic delicacy. As for the Riesling that found its way into the mix, it's so minerally you'd be forgiven for thinking you were sucking rocks. Generations later, the locals are quite fond of their little slice of Italy in Victoria. And the wines aren't bad either.



REAL PEOPLE. COMPELLING WINES.

EXCLUSIVE US IMPORTER

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THE WINES

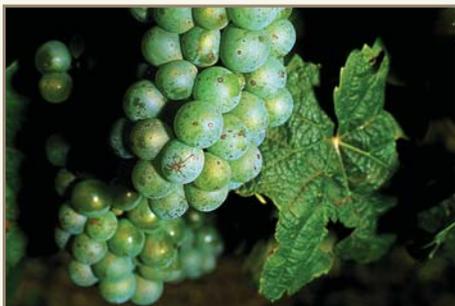
AND ABOUT THAT NAME, FRISK PRICKLY?

The story is this – after a particularly long shift one eve, the cellar crew declared an impromptu blind tasting. As the harvest intern reached for his first glass, he inadvertently grabbed the boss, who said, “What’s this, mate? You tasting wine, or frisking me?” Nervous laughter all around. After locating his glass, he claimed he liked the way it “prickled his palate.” Boss agreed. Intern redeemed. And so it was that hundreds of hours and thousands of dollars were not spent trying to come up with a name for the wine. It feels right. And it’s fun to say.

Prickly Riesling: It’s a mouth-revving Riesling with a bite that sings with mountain-stream purity. Its flavors dart all over, quartz-like acidity coming right at you, bold and unapologetic. A sprightly nose of citrus fruits, lime zest and white lilies. The off-dry palate is white nectarines, a refreshing zip of limes, and minerals. It’ll pair perfectly with sweet and spicy dishes alike.

Prickly Rosso: Dolcetto gives this wine its fabulous ruby hue, with black cherry and cinnamon characters. Merlot delivers loads of bright red fruits amid a juicy mid-palate. Together, they’re like PB&J – sweet and spicy, fleshy and firm, fruity and crisp. Low tannin and alcohol means it won’t turn into a mouth-puckering monster after a spell in the cool box. Give it a whirl. You won’t be disappointed.

WINEMAKERS: They’ve been called “mavericks,” “young guns,” and a lot of other things they can’t print for fear their mums will see, but basically, they’re an eclectic team of winemakers who believe wine is for enjoying. Period. They won’t baffle you with terms you’ve never heard of or flavors that have no business in a bottle of wine. They just make delicious wine with a unique prickle to it, and they believe reading about wine is like painting about music. Their suggestion? Get out there and try some. Hopefully you enjoy it. They’d hate to have to get real jobs.



Riesling in the chilly, pre-harvest eve



Brrrr. Hot chocolate, anyone?



Lofty views make for happy Riesling grapes