

I ❤️ PINQ

(roll dream sequence, with cascading harp music playing 🎵)

The time I fell head over heels for PINQ.

I recall meandering wearily along the banks of the Brisbane River searching for somewhere to whet the whistle and rest weary bones after a day spent attempting to sell wine. In the distance I spotted a glorious vision - people! I didn't see too many growing up on a farm, hence my child like excitement. I tried to call out to them, but my throat which had assumed the texture of 100 grit sandpaper could only elicit a raspy 'hi' in the manner of Tom Hanks playing a Robinson Crusoe character engaged in deep conversation with a basketball. Parched and thirsty 😓, with the beautiful one day perfect the next Queensland sun beating down on my shiny dome ☀️, I dragged myself over to the first available seat.

At the table sat 10 representatives of Coonawarra wineries. All in town for their annual roadshow tasting. A crew I knew well. Somewhat a relief, as fisty cuffs may have erupted had I intersected a travelling troupe of Russian martial arts experts.

Upon their table (the winemakers, not the kung fu experts'is) sat multiple ice cold bottles of rosé, many already drained, inverted in the ice buckets, standing like the Moai of Easter Island. Proud sentinels to a bottle battle victory 🍷🍷🍷. This was a sight for the most sorest of eyes. The weather divine, the afternoon seemingly endless. No work to be done. A full cheese board. Sublime banter. A perfect afternoon 💎 And the wine...well actually that was irrelevant.

And that's why I love Rosé 🍷 like PINQ. They don't take away from the moment. They exist only to facilitate fun days like these. Days reminiscent quite possibly of the meaning of life (PINQ = 42?)

It is made very simply...

1part Grenache - pressed

1part Extra Virgin Shiraz - chilled

Ferment cold and slow over 2 weeks 🕒

Store equally in seasoned oak and cold stainless steel — 3months

Add secret ingredient 😊

Stirred not shaken 🍷

PINQ tastes pretty bloody good, with lashings of fresh red fruits like strawberry 🍓 and raspberry, some red delicious apple 🍏 and tropical notes 🥥, a hint of texture on the finish from the barrel ageing 😊 as well as a little bit of sweetness left in for funsies 🥰. (One other thing. I won't be offended at all if you accidentally slip and knock some ice cubes and a strawberry into your glass. Knock yourself out. Have a blast. Do what makes you happy.)

Is this the greatest wine ever made? No, of course not. Will it win any trophies? Not a chance. Will the critics love it? Fuck No! 😂

But do I care?! Not for a moment. Because I didn't make it for any of those reasons. This one is for Barbie and Ken. This one is for the people who don't take wine too seriously. This one is purely for fun. 🤪👉👉

James Lienert, winemaker



PLEASE DRINK BETWEEN THE FLAGS