

# SA wine takes to the skies

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**TAKING OFF:** Wirra Wirra managing director Andrew Kay says the winery has partnered with Malaysia Airlines to supply its 2018 Catapult Shiraz.

Picture: TAIT SCHMAAL

MCLAREN VALE winery Wirra Wirra has won a tender to supply its 2018 Catapult Shiraz to Malaysia Airlines' business class customers.

The partnership will mean 18,000 bottles of Wirra Wirra's 2018 Catapult Shiraz will be poured on board between March this year and September 2021.

Wirra Wirra managing director and chief executive Andrew Kay said the winery had also partnered with Qantas and KLM airlines over the years.

Mr Kay said the new partnership provided a good morale boost for the winery heading into the 2020 vintage.

"It's a credit to the team and a chance to showcase a more contemporary, brighter style of McLaren Vale shiraz," he said.

"(Featuring on airlines) is almost like a sampling exercise

– it provides exposure to people from all over the world, association with prestigious brands and a chance to get more exposure for not only Wirra Wirra, but also McLaren Vale.

"As we set ourselves for vintage 2020, it's pleasing to get reward for effort and to share a taste of our region with the world."