



HAPPS
MARGARET RIVER

FUCHSIA 2021

Background:

Fuchsia is a Happs original. The uniqueness of this wine and of course its wide consumer appeal has made this style synonymous with 'Happs'. By and large it is all sold in W.A. There is nothing else on the market that comes close to it in character.

Fuchsia is made without skin contact from predominantly red grape varieties. Because the colour pigments are located within the grape skin gentle pressing is required to yield light coloured juice. The result is a salmon pink colour. Gentle pressing has the advantage that the juice is cleaner and the tannin content low. Nevertheless, tannin is an important part of the constitution of the wine helping to balance the sweetness that comes with abundant fruit flavour and some residual sugar.

In order to retain this residual grape sugar and the original flavours that are present we rely upon refrigeration to arrest the activity of fermenting yeast. From the stage where the fermentation is stopped until the wine reaches the bottle, it is kept cold. It therefore retains much of the carbon dioxide that is natural to newly fermented wine. This is an important feature of the style and assists its longevity.

Life of the wine: Rose styles are usually consumed within the year. Observation over many years confirms that Fuchsia has the capacity to develop in the bottle and retains its pleasant flavours for seven or more years. At two to three years of age it is delicious. However, very little of it survives this long.



Current Release: 2021 Vintage

Viticultural & vinification notes

VINEYARD	Dunsborough and Karridale Hand pruned to rods Hand picked
GRAPE VARIETY	Merlot, Cabernet Sauvignon, Shiraz, Sauvignon Blanc and others
MATURATION	Wholly fermented in stainless steel and matured in bottle under screw cap.
WINE ANALYSIS	Alc/Vol: 10.7% Acidity: 5.8 g/l pH: 3.16 Residual Sugar 58.0 g/l

Winemaker Mark Warren's comments

COLOUR	Pale pink / salmon pink maturing to a light onion skin colour with age.
NOSE	The wine has a perfumed, floral aroma reminiscent of roses, strawberry, fairy floss and fruit salad with hints of rockmelon, pear and fruit tingles.
PALATE	A quite delicious balance between berry flavours, soft acidity, sweetness and the inevitable slight astringency that is to be expected from red grape varieties. The entirely natural effervescence cleanses the palate and lifts the aromas.

Happs Pty Ltd

571 Commonage Rd, Quindalup Western Australia 6281

Tel: 61 8-97553300 Fax: 61 8-97553846 Email: happs@happs.com.au Web: www.happs.com.au