

Maxwell Wines acquires Fox Creek Wines, preserving McLaren Vale legacy

14 August 2025 | News

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Fox Creek Wines, which entered voluntary administration in October 2024, will see its brand assets integrated into Maxwell’s portfolio, while separate agreements have been reached for the Fox Creek Cellar Door and the homestead property.

“Our intention is to honour Fox Creek’s history while continuing to make its signature wines true-to-style,” said Jeremy Maxwell, founder and winemaker at Maxwell Wines. “At its core, this acquisition is about supporting our regional community, preserving the stories that define South Australian wine, and strengthening McLaren Vale’s presence on the global stage.”

The acquisition comes amid a challenging backdrop for Australia’s wine industry, marked by shifting consumer preferences, export market volatility, and rising production costs. Maxwell Wines aims to leverage its established grower network, distribution reach, and reputation for quality to revitalise the Fox Creek label in both domestic and international markets.

“Maxwell brings a strong pedigree in the making and distribution of quality wines,” said Tim Mableson, KPMG Turnaround & Restructuring Partner and administrator for Fox Creek. “Their vision, commitment, and deep ties to the community create the ideal platform for Fox Creek Wines to flourish for years to come.”

Maxwell Wines will continue to produce wines under its own brand alongside Fox Creek, with availability in retail, on-premise, and direct-to-consumer channels across Australia and export markets worldwide.