

HAWKE'S BAY

NEW ZEALAND'S PREMIUM
RED WINE REGION



**HAWKE'S BAY
WINEGROWERS INC.**

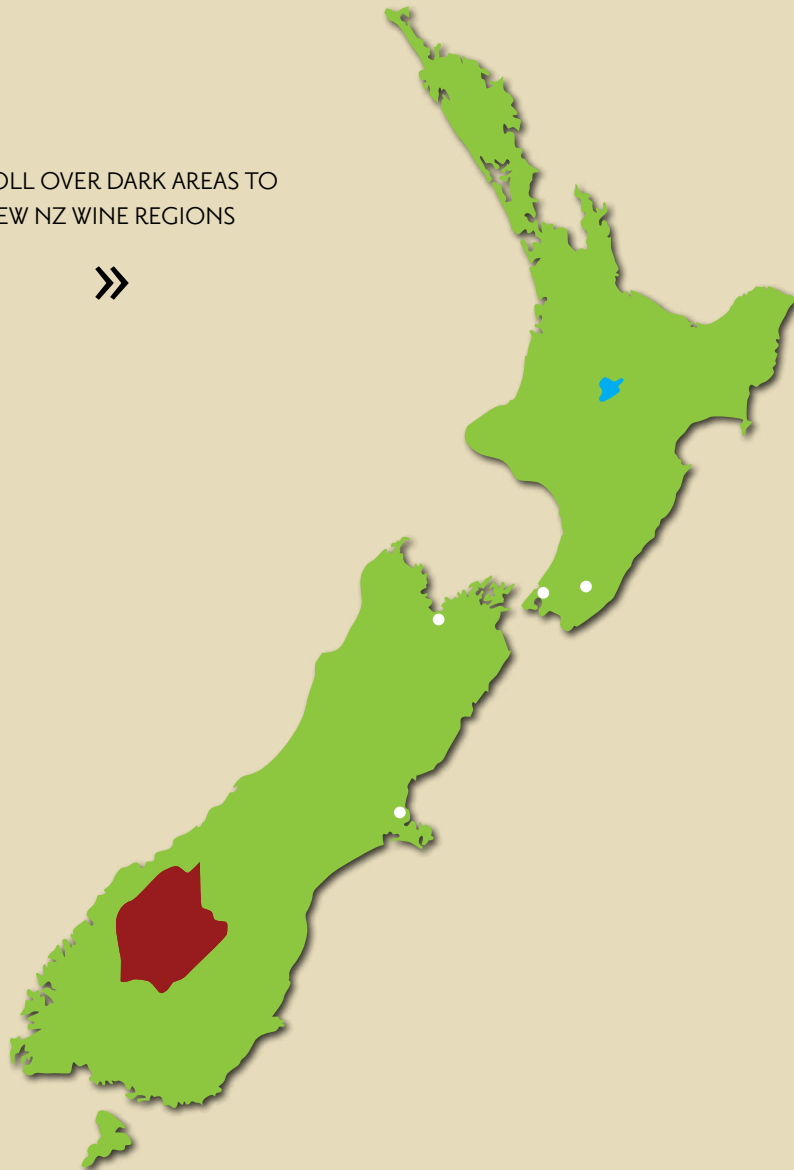
WHERE IS HAWKE'S BAY?



Hawke's Bay is in the North Island of NZ, 300km North of Marlborough and 360km South of Auckland. Located at 39.4°South, our climate is similar to Bordeaux in the North.

WINE REGIONS OF NEW ZEALAND

ROLL OVER DARK AREAS TO
VIEW NZ WINE REGIONS



Hawke's Bay covers a total land area of 1.4 million hectares on 350km of Pacific Ocean coastline. Vineyards are concentrated in a 50km x 30km area around the Hastings and Napier cities within sheltering inland ranges although more are being planted over a larger area 140km x 60km to the North and South.

HAWKE'S BAY WINE PRODUCTION



There are over 4,845 producing hectares planted with 72 wineries and 123 independent grape growers. Most of Hawke's Bay's wineries produce less than 200,000 litres per annum and are family owned providing a true artisan experience.

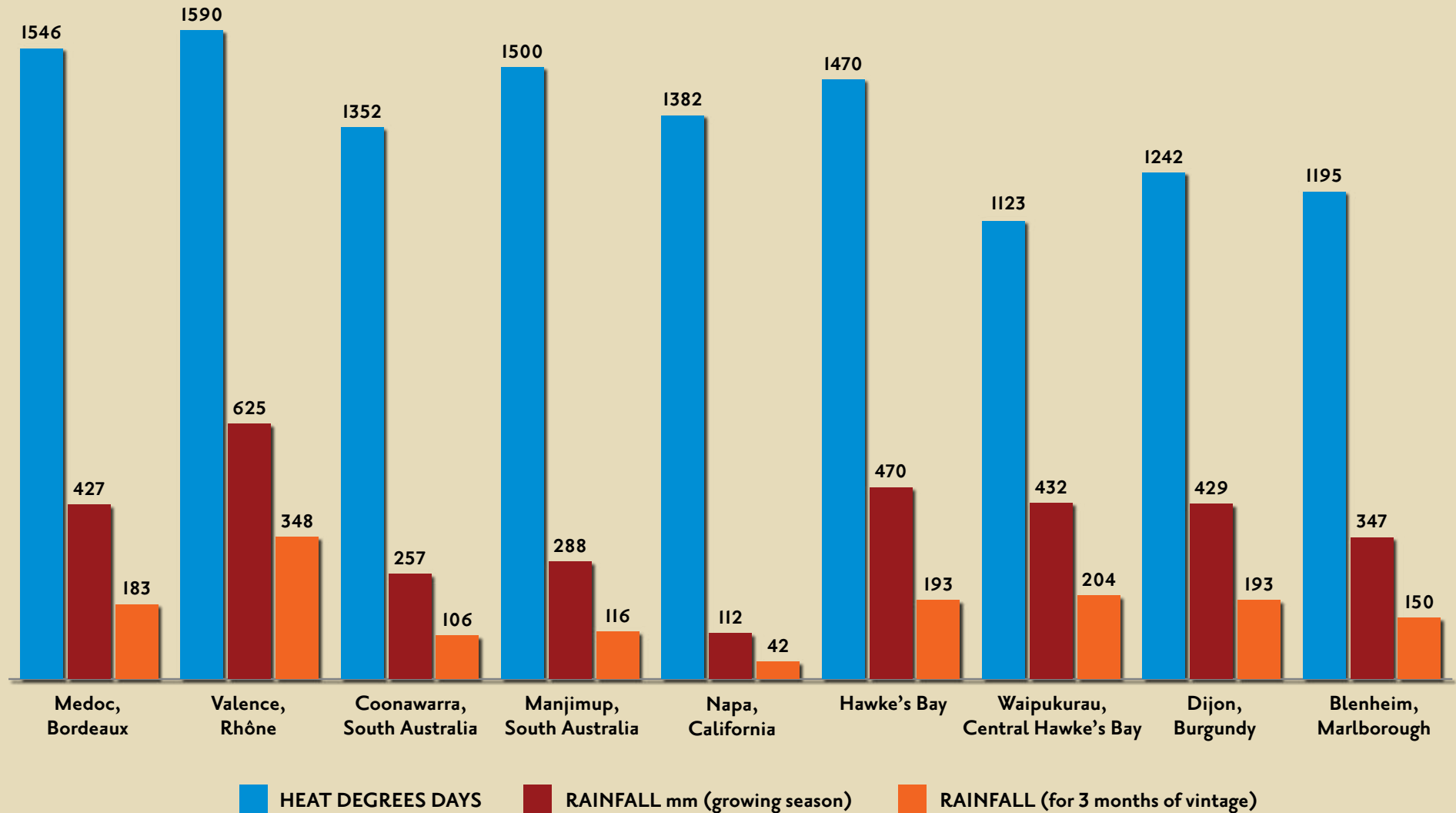
HAWKE'S BAY — A MARITIME CLIMATE



A maritime climate, free draining soil types with natural low fertility, prevailing hot dry north westerly winds, low rainfall, a long growing season and an annual average of 2220 sunshine hours make Hawke's Bay one of the warmest areas in New Zealand.



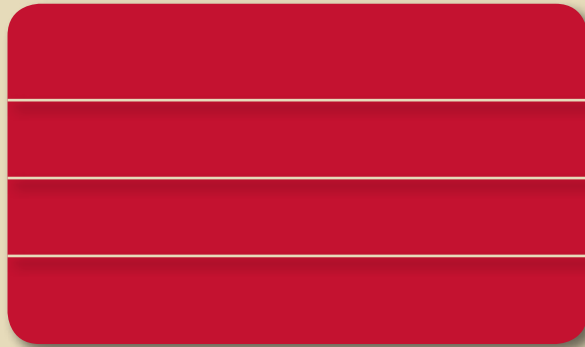
CLIMATE COMPARISONS



SOURCE: "Viticulture and Environment," John Gladstone. 1992 (adjusted to remove the 19 degree C upper limit)
 Hawke's Bay figures are a mean of six geographically distributed vineyards from 1995 – 2014

HAWKE'S BAY CLIMATIC MAPS

CLICK BELOW TO VIEW



HAWKE'S BAY GEOGRAPHY



Over thousands of years, 5 major Hawke's Bay rivers moved and formed valleys and terraces to create over 25 different soil types from clay loam, to limestone, to sands and free draining gravels and red metal.

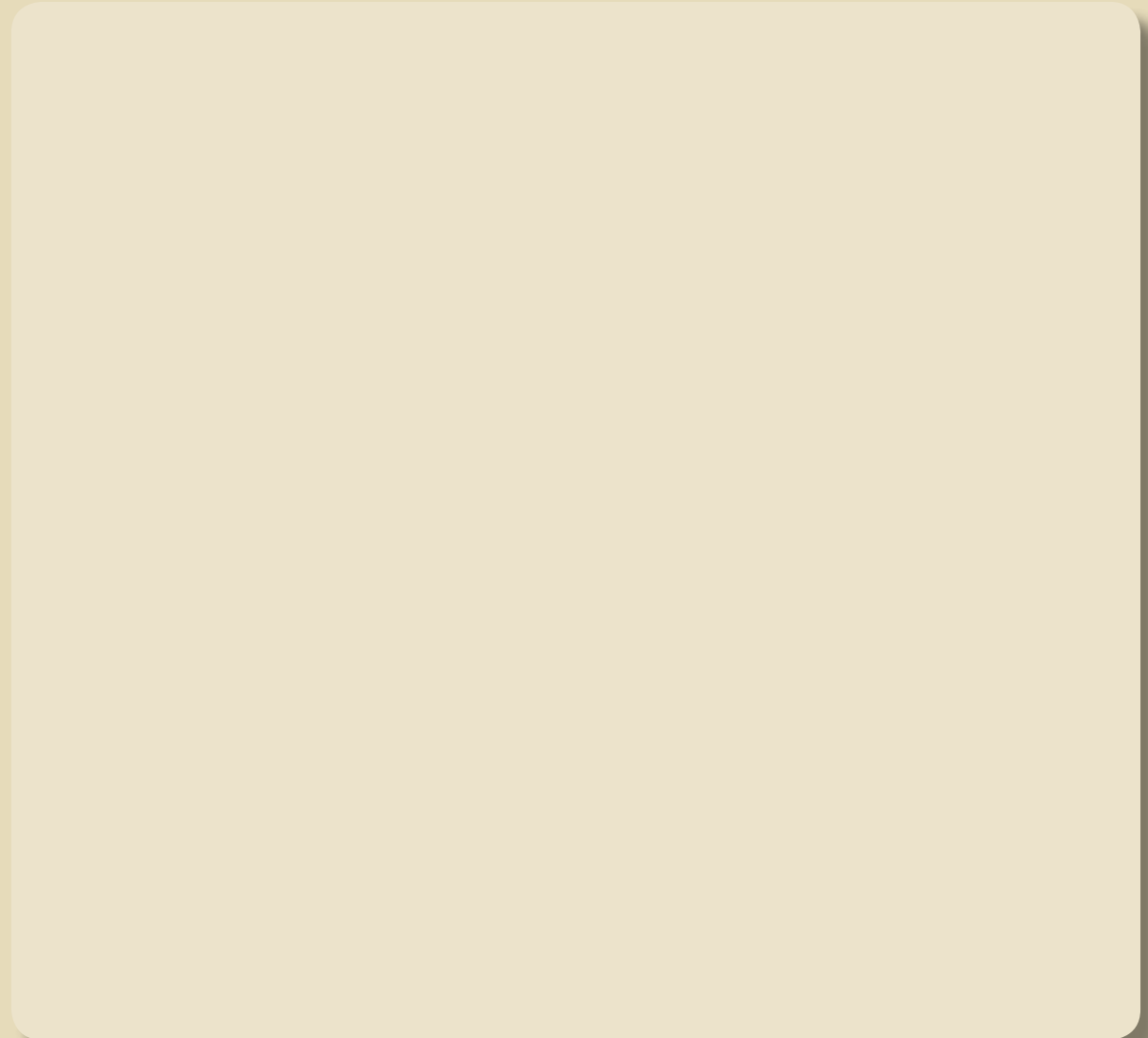
Altitude within Hawke's Bay ranges from sea level to several hundred metres inland.

Warm north-facing hillsides, river valleys and terraces, and coastal areas provide a range of low vigour vineyard sites suitable for a diversity of varieties.

HAWKE'S BAY PLANTINGS



A red rectangular box with rounded corners, containing four horizontal white lines for text entry.



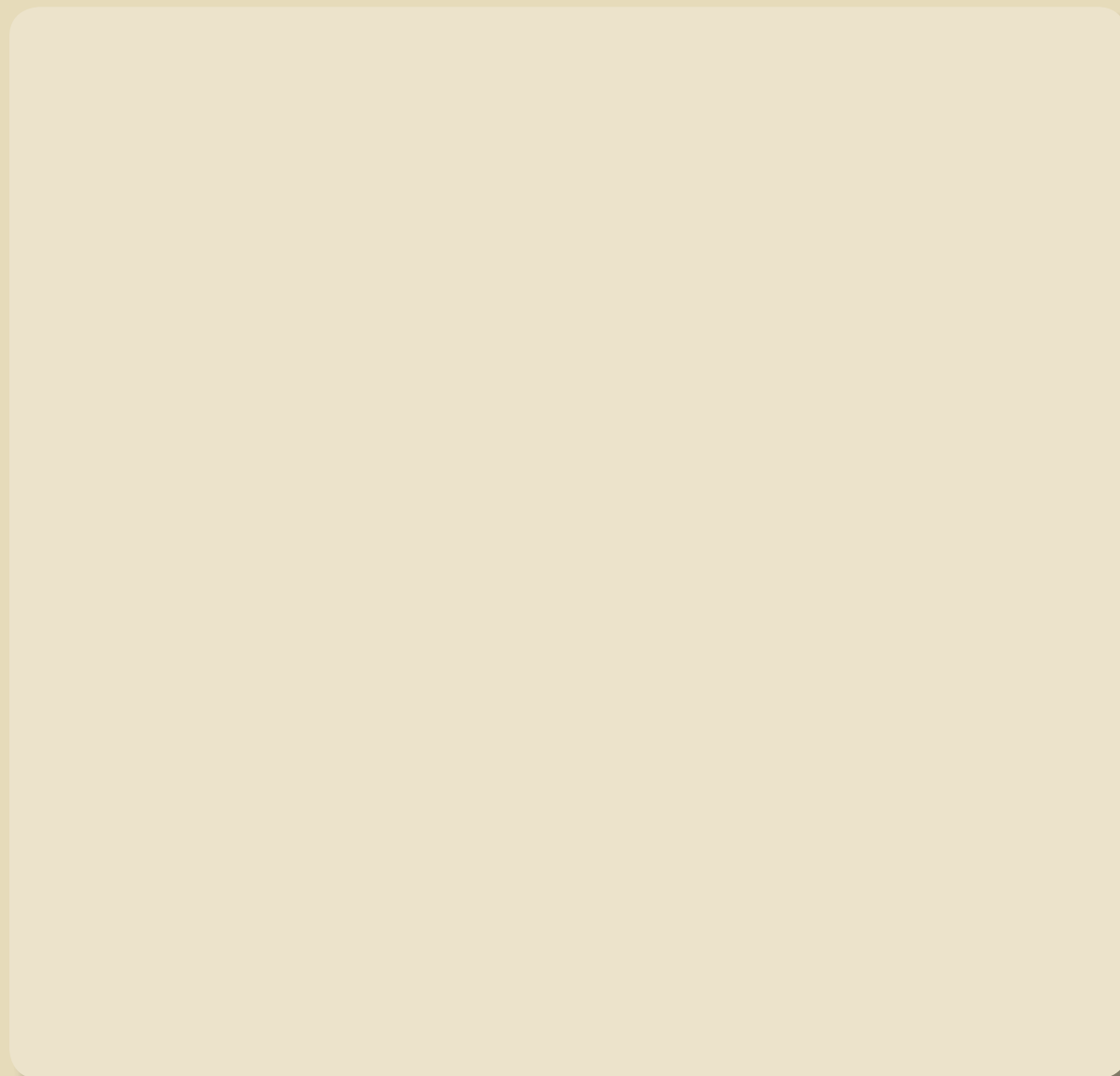
A large, light beige rectangular box with rounded corners, intended for a detailed response or notes.

HAWKE'S BAY SUB-REGIONS



HAWKE'S BAY SOIL MAP

CLICK BELOW TO VIEW MORE INFO ON EACH REGION



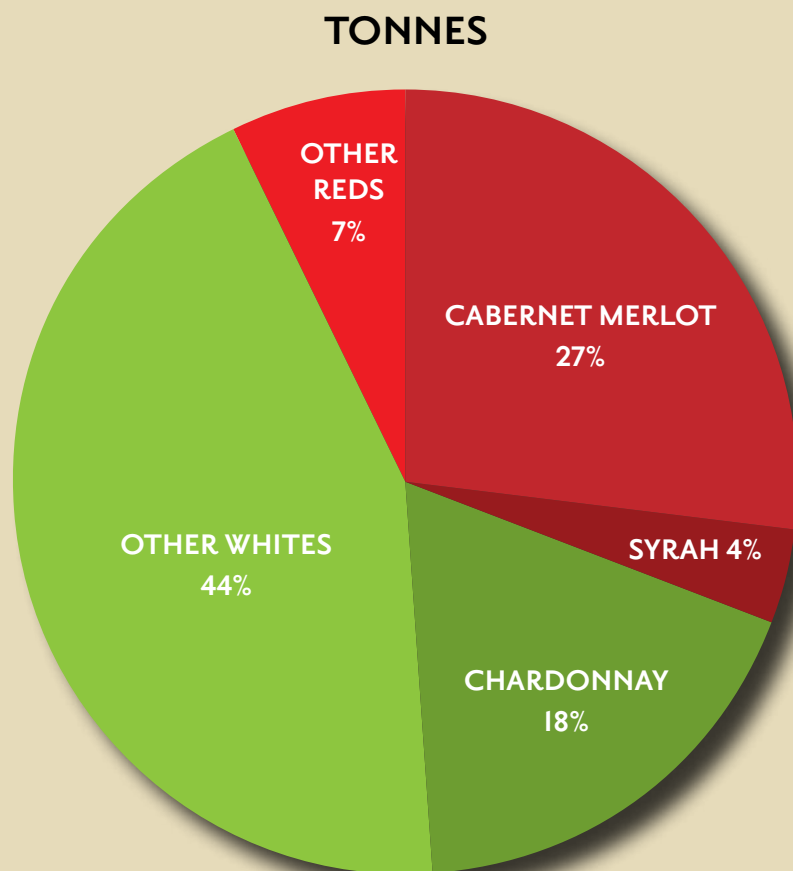
NEW ZEALAND'S OLDEST WINE REGION

Hawke's Bay is New Zealand's oldest wine region with beginnings in 1851 pioneering innovation and leadership.



By the early 1920s, Mission Estate, Te Mata Estate, Vidal Estate, McDonalds Winery and Glenvale Winery (now Esk Valley Winery) were all established in the region.

HAWKE'S BAY VARIETAL MIX

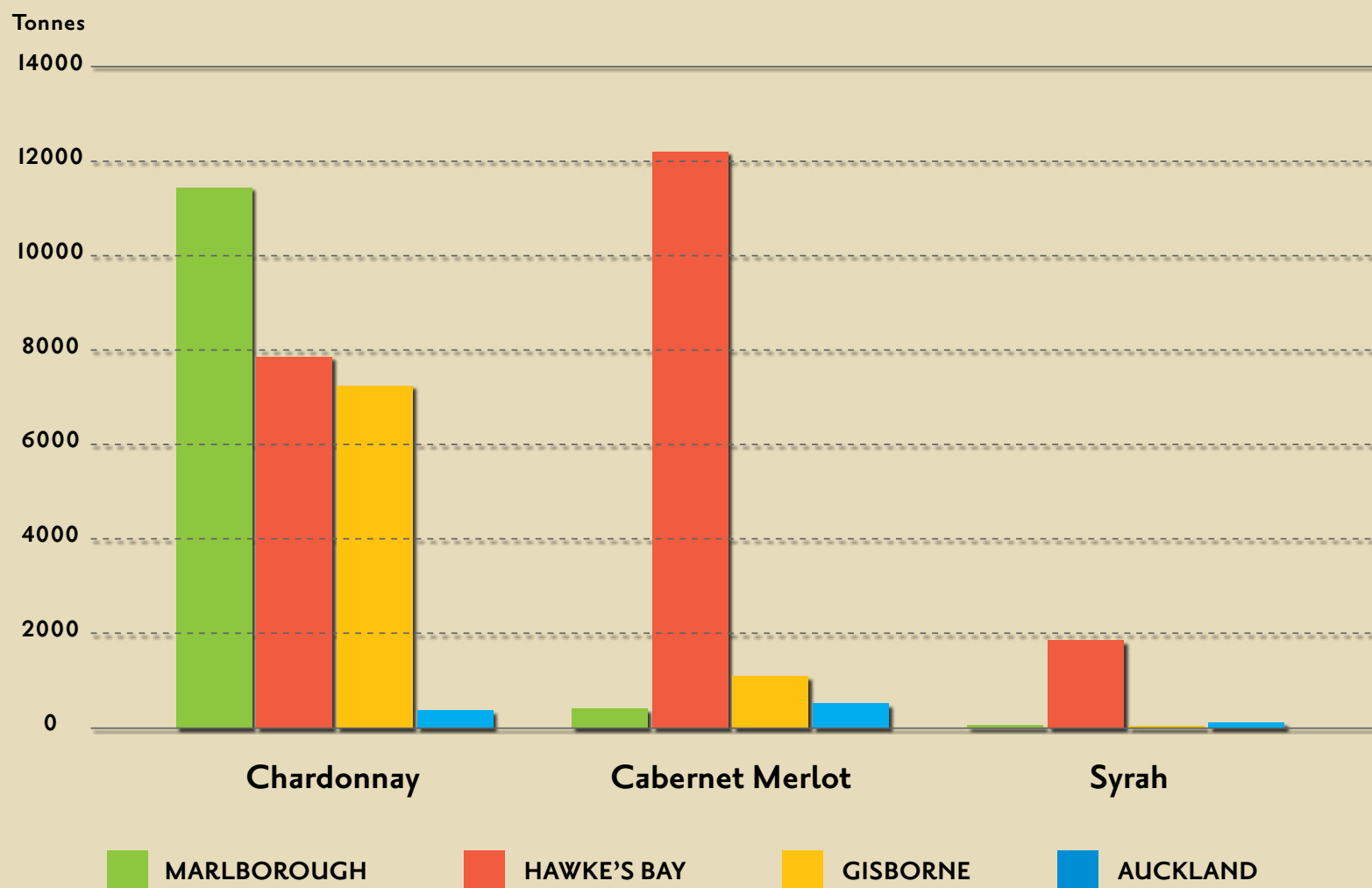


New Zealand Winegrowers Annual
Vintage Survey 2014

Hawke's Bay is a unique region in the wine growing world with many varieties grown successfully. Other more homogenous regions cannot duplicate the complement of vineyard sites available to our wine growers.

The total Hawke's Bay vintage in 2014 was just over 44,500 tonnes. Currently 64% of production is white wine and 36% is red wine. Chardonnay, Cabernet Merlot varieties and Syrah combined make up 49% of the annual vintage.

VINTAGE BY REGION AND VARIETY (2014)



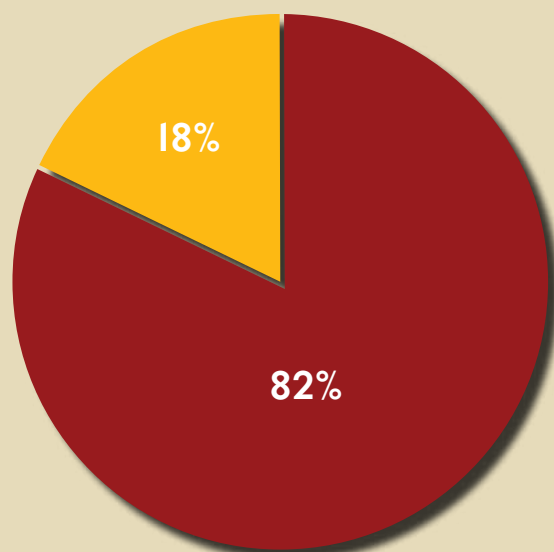
HAWKE'S BAY — NZ's RED WINE REGION



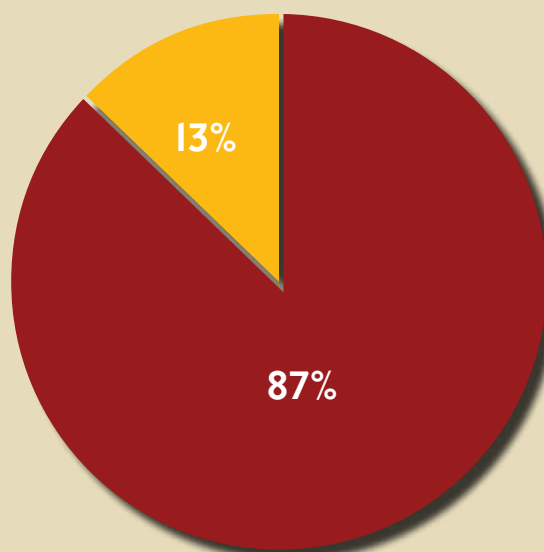
Hawke's Bay is now New Zealand's second largest wine region and the largest premium red wine producing region in the country.

HAWKE'S BAY – NZ'S PREMIUM RED WINE REGION

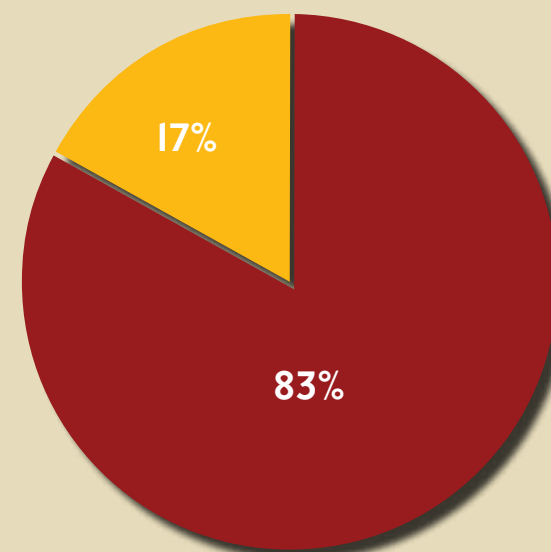
Hawke's Bay is the largest contributor to the national vintage of Cabernet Merlot and Syrah categories of wine grapes in tonnes and producing hectares.



**82% of NZ's producing hectares in Cabernet Merlot categories & Syrah (1,828ha)



*87% of NZ's vintage in Cabernet Merlot categories (13,912 tonnes)



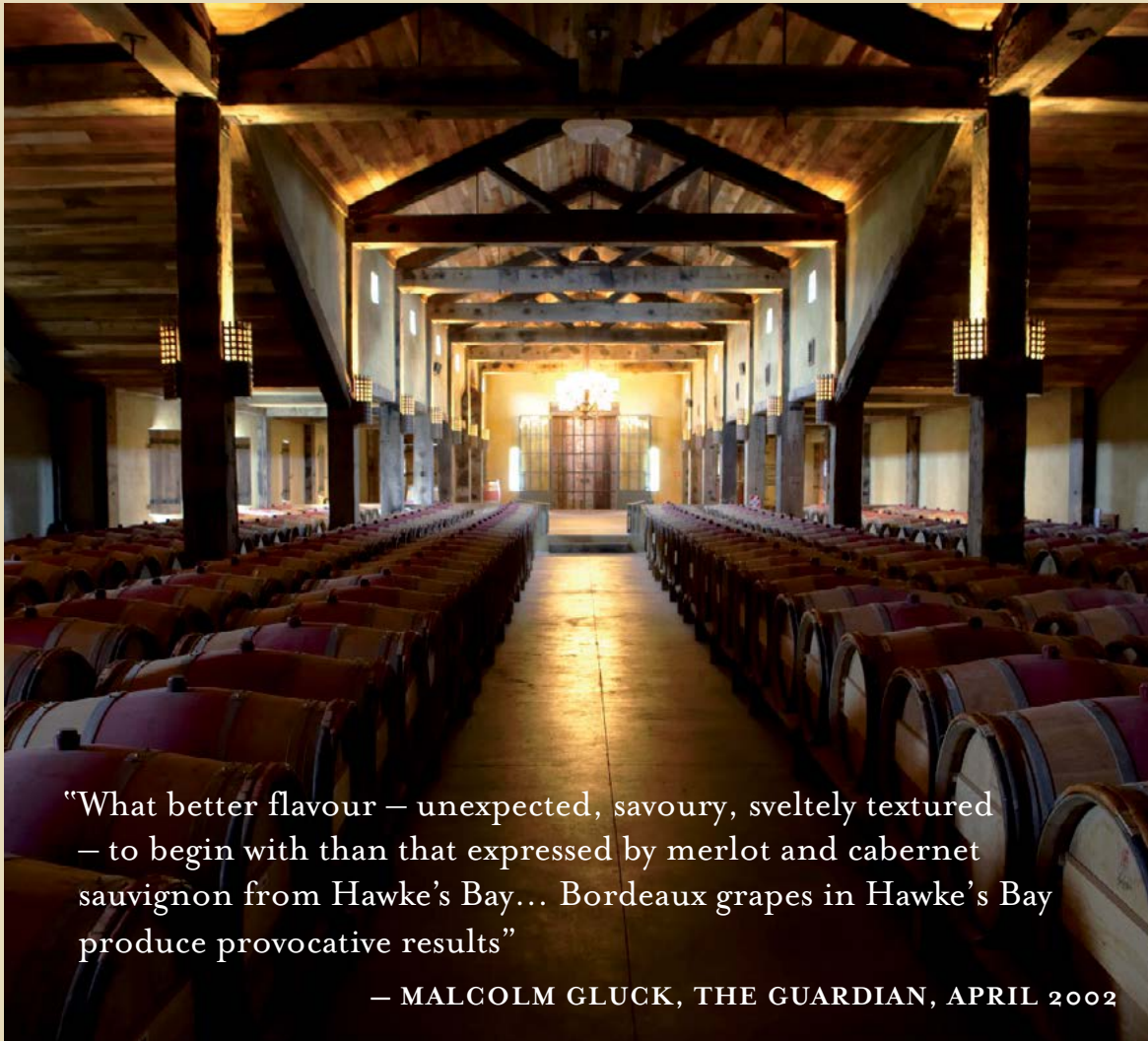
*83% of NZ's vintage in Syrah (1,811 tonnes)

HAWKE'S BAY **REST OF COUNTRY**

* NEW ZEALAND WINEGROWERS ANNUAL VINTAGE SURVEY 2014

** VINEYARD REGISTER 2013

HAWKE'S BAY CABERNET MERLOT



“What better flavour – unexpected, savoury, sveltely textured – to begin with than that expressed by merlot and cabernet sauvignon from Hawke’s Bay... Bordeaux grapes in Hawke’s Bay produce provocative results”

– MALCOLM GLUCK, THE GUARDIAN, APRIL 2002

Hawke’s Bay Cabernet Merlot wines are described as having “luscious ripe fruit flavours that acquire complex structure and elegance with age”.

The region’s red wine blends show true synergy in creating a whole greater than the sum of its parts. Both Cabernet Sauvignon and Merlot dominant blended wines are championed in Hawke’s Bay although tend towards a higher component of Merlot. Assemblage choices are dependent on individual vineyard sites and conditions.

Hawke’s Bay Cabernet Merlot wines combine the best of Old World structure and the New World purity of fruit flavour.

HAWKE'S BAY SYRAH

Hawke's Bay Syrah is produced in a classic European style and described as “dark, weighty, intensely varietal with plum, fresh raspberry and black pepper flavours”.



“HAWKE'S BAY SYRAH'S SELLING POINT IS THAT FRESH, LONG, PEPPER CHARACTER, SO RARE OUTSIDE THE NORTHERN RHÔNE, AND WHICH HAWKE'S BAY SYRAH HAS IN ABUNDANCE.”

— James Lawther MW,
www.decanter.com, January 2009

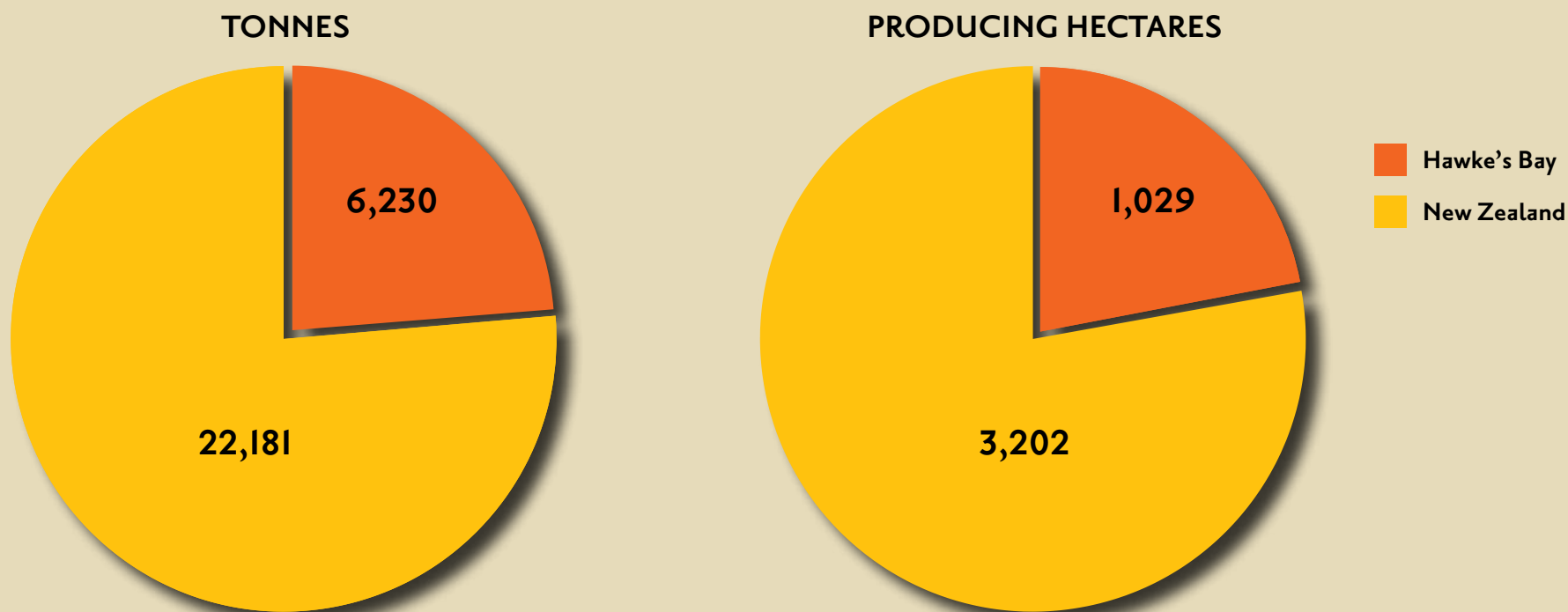
HAWKE'S BAY CHARDONNAY



Hawke's Bay has consistently produced New Zealand's leading examples of Chardonnay and some of the finest flavoured, complex and textural Chardonnays in the world.

HAWKE'S BAY CHARDONNAY

Hawke's Bay has 24% of New Zealand's total producing hectares for this variety and 22% of New Zealand's table Chardonnay vintage



HAWKE'S BAY CHARDONNAY



Hawke's Bay Chardonnay

Hawke's Bay Chardonnays are rich, complex wines with distinctive flavours of citrus and ripe stonefruit. Unoaked or “natural” Chardonnay is also growing in popularity.

“THE REGION'S EXQUISITE AND COMPELLING CHARDONNAYS; A GENRE OVERLOOKED BY THE WORLD'S MEDIA, YET IMPRESSIVELY COHERENT IN STYLE AND QUALITY.”

— Andrew Caillard MW,
Gourmet Traveller Wine,
Feb-Mar 2010

HAWKE'S BAY SAUVIGNON BLANC



Image supplied courtesy of Villa Maria Estate Limited

Hawke's Bay Sauvignon Blanc

Hawke's Bay Sauvignon Blanc is 29% of the annual regional vintage and provides an alternative style, retaining the freshness typical of New Zealand Sauvignon Blanc while exhibiting ripe tropical fruit flavours.

“HAWKES BAY TURNS OUT ROUNDER, MORE FLORAL SAUVIGNONS WITH RIPE, TROPICAL FRUIT FLAVORS.”
— Gerald D. Boyd,
www.thewinenews.com,
Feb-Mar 2000

HAWKE'S BAY WINES

Hawke's Bay Pinot Gris

Hawke's Bay Pinot Gris is now 10% of the annual regional vintage and becoming increasingly recognised as a premium style along with other aromatic wines.

Hawke's Bay Pinot Noir

Hawke's Bay table Pinot Noir plantings reach into cooler more elevated sites within the region. Pinot Noir comprises 6% of the annual regional vintage.

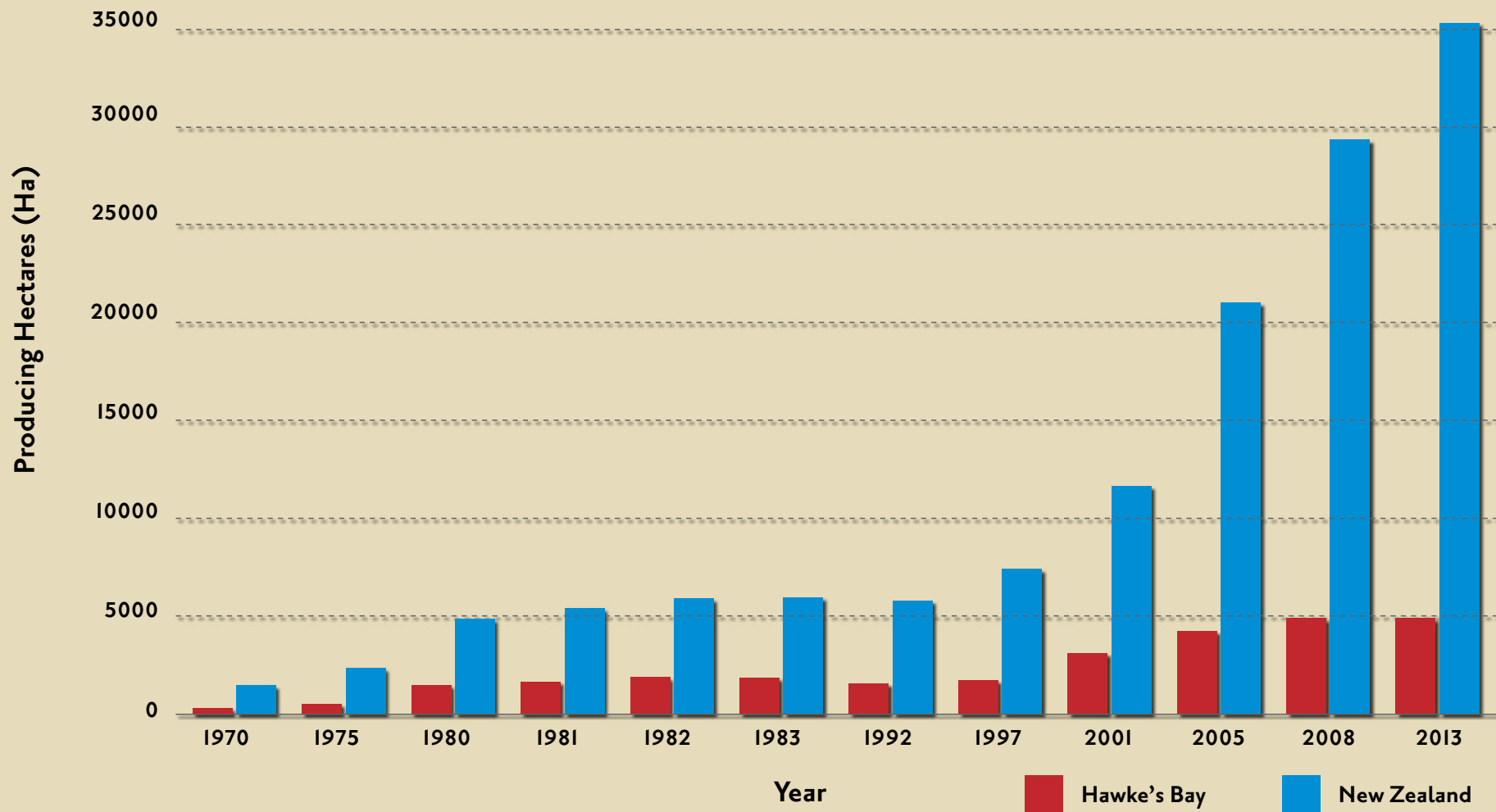
Other Exciting Wines

Individual wineries have had great success with Gewürztraminer, Viognier, Riesling and Semillon. Other, more experimental varieties include Arneis, Montepulciano, Verdelho, Sangiovese, Tempranillo and Zinfandel.



HAWKE'S BAY HAS GROWN AND RESPONDED

Hawke's Bay wine growers are fast learners coming a long way from the previous 30 years and have a culture of innovation and non-prescriptive wine making and growing practices.



HAWKE'S BAY HAS GROWN AND RESPONDED

Red wine varieties are no longer planted on the deep vigorous soil types that produced wine in the 1970's.

Vineyard practices have been innovative and developed to encompass irrigation management, frost protection, canopy management to variety and predictive spray practices.

To produce the premium and fine wines within Hawke's Bay, vineyard crop levels have been aligned to desired market price points and new vineyard development considers cost efficiencies and wine growing sustainability practices.



Winemaking practices have also evolved to include indigenous yeasts, cold soaking on red varieties, and micro-oxygenation and specialised fruit-handling equipment for red wine varieties.

SUSTAINABLE HAWKE'S BAY

Sustainable Winegrowing New Zealand® is a pro-active environmental management system that enables the production of high quality wine by employing environmentally responsible and economically viable processes in vineyards and wineries.

Hawke's Bay has the highest percentage of Sustainable Winegrowing New Zealand® accredited wineries than any other wine region in the country.



Of the 266 vineyards within the region, 96.2% are Sustainable Winegrowing New Zealand® accredited. Hawke's Bay is committed to this independently audited sustainability programme and these numbers will increase.

HAWKE'S BAY ACCOLADES

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“ALTHOUGH I HAD TASTED A FEW WINES FROM HAWKE’S BAY PRIOR TO MY ARRIVAL, I SIMPLY DIDN’T FULLY GRASP WHAT THIS WARM NORTH ISLAND REGION WAS CAPABLE OF, AND HOW TRULY UNIQUE IT IS.”

Daenna Van Mulligan, www.winescores.ca , July 2011

“AUSTRALIA HAS PROBABLY AT LEAST 20 REGIONS THAT CONSISTENTLY PRODUCE OUTSTANDING SHIRAZ. NEW ZEALAND HAS ONE: HAWKES BAY.”

Huon Hooke, *The Age*, September 2010

“THIS FÊTED PART OF THE NORTH ISLAND CAN TURN ITS HAND TO ANYTHING.”

Steven Spurrier, Decanter World Wine Awards Chairman, 2011

”

HAWKE'S BAY ACCOLADES

“*Simply put,*

HAWKE'S BAY PRODUCES SOME OF THE FINEST FLAVOURED, COMPLEX, TEXTURAL CHARDONNAY'S IN THE NEW WORLD, AND THE WARM LOW VIGOUR VINEYARDS OF THE REGION PRODUCE, AT THEIR BEST, RICH ELEGANT RIPE RED WINES BASED ON EITHER MERLOT OR SYRAH. NOWHERE ELSE IN NEW ZEALAND CAN DO THIS. THESE ARE WINES THAT WE LOVE... IT IS WHY WE ARE HERE!

”

– STEVE SMITH MW, CRAGGY RANGE WINERY

CONTACT HAWKE'S BAY WINEGROWERS

For further Hawke's Bay information and details please contact the below organisations.

HAWKE'S BAY WINEGROWERS INC

JAMES MEDINA

TELEPHONE: +64 6 876 3418

NEW ZEALAND WINEGROWERS

NEW ZEALAND

CHRIS YORKE

TELEPHONE: +64 9 306 5551

UNITED KINGDOM

CHRIS STROUD

TELEPHONE: + 44 207 973 8079

USA

DAVID STRADA – SAN FRANCISCO

TELEPHONE: +1 415 567 5511

AUSTRALIA

NATALIE CORKERY – MELBOURNE

TELEPHONE: +61 3 9614 7577

CANADA

ROBERT KETCHIN

TELEPHONE: +1 705 444 0195

ASIA

NATALIE POTTS – HONG KONG

TELEPHONE: +852 2511 3883