





Cravens Road, Wairau Valley

Marlborough

It has been said that there is no wine anywhere in the world that tastes like the wine of Marlborough – the balance of extraordinary purity and intensity of flavours set around impressive aroma, distinctive fruit characteristics and appealing balanced acidity is superb. These are stylish, exciting wines that surprise and delight.



What is it that makes the wines of Marlborough so distinctively exquisite? As with any of the great wine making regions of the world, the answer lies in a magical synergy of climate and soil, underpinned by our desire to express this unique terroir. Here in the north-eastern corner of New Zealand's South Island, bounded by the Pacific Ocean to the east and towering mountain ranges in the hinterlands to the north and south, a broad alluvial plain stretches from the coastline, gradually rising into narrow valleys with favourable northerly aspects. Ours is a diverse landscape of spectacular natural beauty and bounty.

In past centuries Maori hunted Mōa here and cultivated vast Kumara crops in the year round sunshine. Early European settlers established New Zealand's pastoral industry on the fertile rolling downs of the river valleys. In 1873, long before the modern day vintners recognised the extraordinary potential to produce great wine in this region, pioneering Scottish farmer and grape grower David Herd, planted Marlborough's first vineyard. It was to be another 100 years before that vision took root with the development of viticulture in Marlborough on a commercial scale.

Today Marlborough is recognised as one of the premium wine regions of the world. New Zealand's leading wine region, Marlborough draws international acclaim that far outweighs its size. In the span of just a few decades winemakers have embraced this small, yet geographically diverse region, exploring the nuances offered by its landscape to craft exhilarating flavours in many different wine styles.

Each expresses the indelible mark of place that is Marlborough.



A Marlborough Winline

1973	1980	1983	1986	1992	1997	1999	2007	2008	2008	2009
First commercial vines planted in Marlborough	Marlborough Grapegrowers Association formed	First Marlborough Wine Festival	Marlborough Sauvignon Blanc hits the world stage via international success in the UK	A representative grape grower and winery body established called Marlborough Winegrowers. Trading as Wine Marlborough	2,655 ha of grape vines in Marlborough	60 Winery members of Wine Marlborough and 3,500 ha of vines	110 Winery members of Wine Marlborough and 21,276 ha of vines	25th anniversary of the Marlborough Wine Festival	23,055 ha of vines in Marlborough	Marlborough celebrates its 30th Sauvignon Blanc vintage

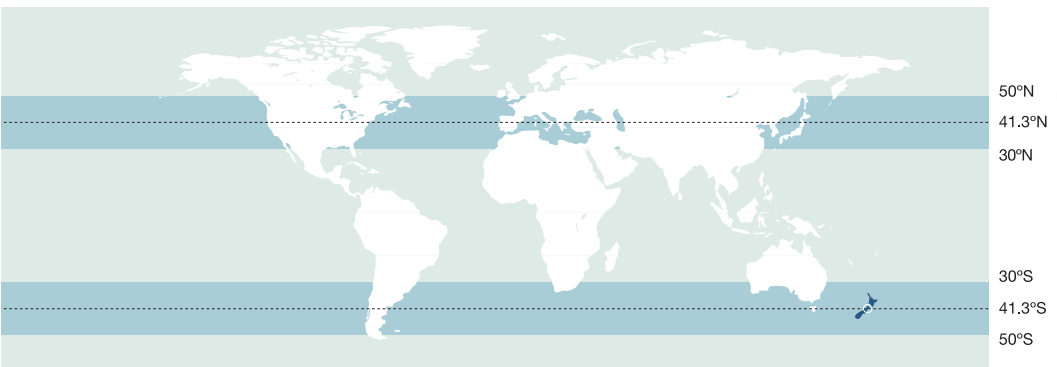
*Front cover photo, Upper Wairau Valley

A magical synergy of climate & soil

If wines can be said to express their land and origin then the wines of Marlborough evoke crisp clean air, sunlight and crystalline melt-waters.

Unlike the terrain of the Old World, New Zealand is a very youthful and dramatic landform and was the last landmass to appear from beneath the seas.

Marlborough, as a wine region, is by default one of the youngest globally significant wine regions on earth, from the newest country on earth, New Zealand.

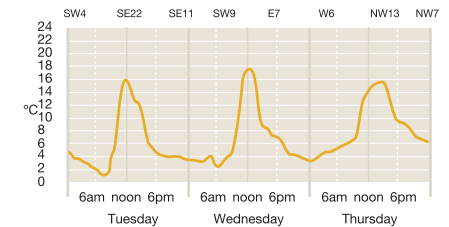


Perfectly positioned at 41.3°S, a latitudinal mid-point within the world's wine belt, Marlborough lies on a comparable latitude to many of the world's longest established wine regions. But its proximity to the Pacific Ocean, prevailing winds and isolation from continental hot air masses, creates a temperate maritime climate with much cooler summers and milder winters than those experienced in its northern hemisphere latitudinal equivalents.

Although blessed with one of the sunniest and driest climates in New Zealand, Marlborough's heat is tempered throughout the summer months by easterly sea breezes that cool the vineyards throughout the day. The lengthy mild and dry autumn season that follows provides ideal conditions for the long slow ripening of grapes prior to vintage. This 'cool viticultural climate' – characteristic of the upper Loire Valley, northern Burgundy and Champagne - promotes flavour purity with stronger and more vibrant fruit flavours.

In Marlborough the effect is magnified by the region's significant diurnal temperature range – commonly a 10°C /50°F temperature variation between the cool nights and sunny days of autumn. Such extreme variation slows the development of sugars, preserves the natural acidity in the grapes and gives rise to the extraordinarily intense varietal characters and succulent ripe fruit flavours for which Marlborough wines are renowned.

Typical diurnal cycle in Marlborough temperatures over vintage





Richmond Range, Wairau Valley

Our region

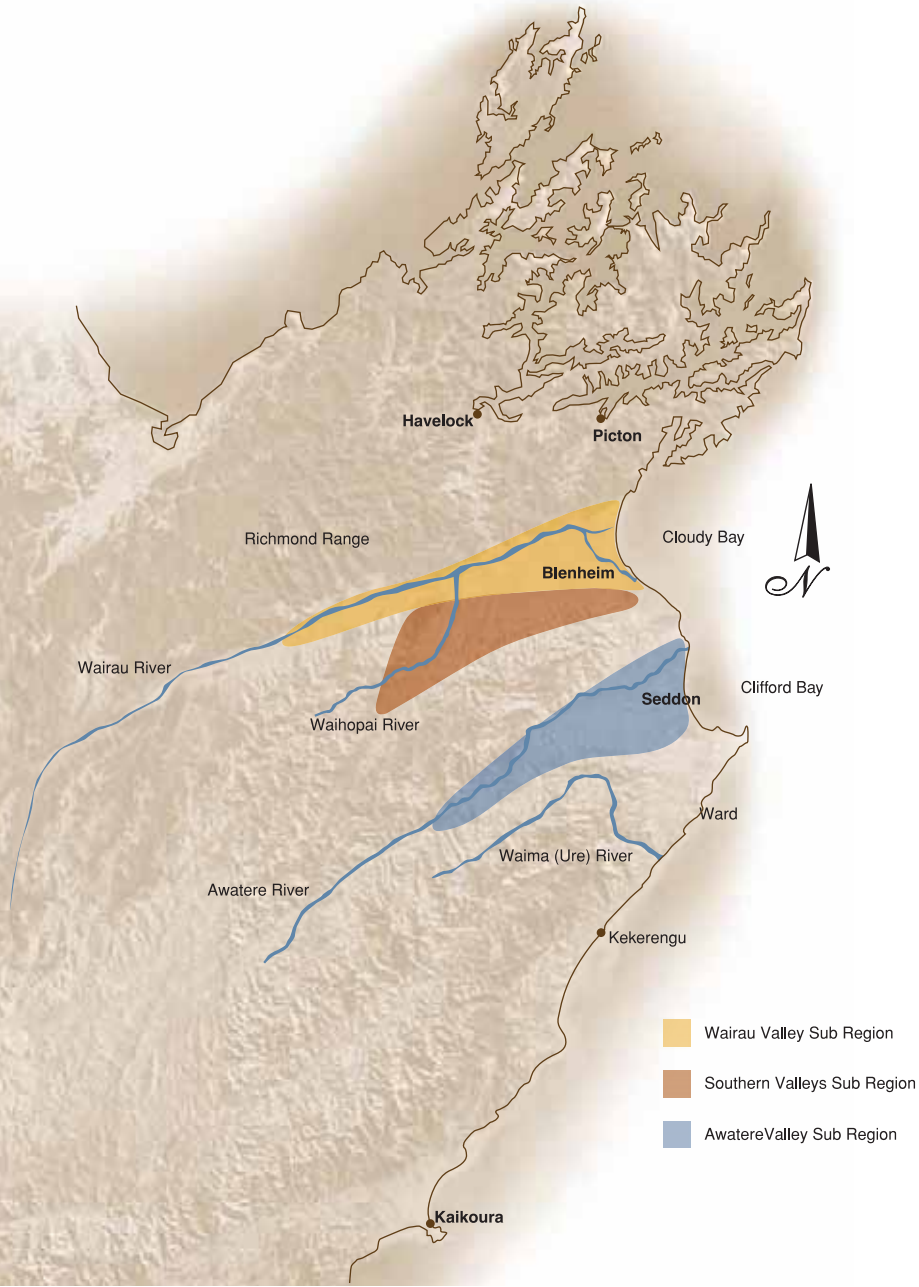
Wine Marlborough, as the region's representative body, has recently ratified the Marlborough wine growing boundary. Commonly known internationally as a Geographical Indication (G.I.) this is the latest major initiative that will help shape the pathway for future development in the taste and profile of this unique region.

In simple terms the G.I. area will stretch to a historically established provincial boundary. Marlborough's people, termed Marlburians, are proud of the land and justifiably see themselves identifying with Marlborough's wines no matter where they come from within this majestic province.

While climate is crucial to the character of Marlborough wine so too is the soil. Most of the soils were laid down within the last 14,000 years; carved and eroded by glaciers in the high country and carried down to the coast by snowmelt rivers.

The composition of these free-draining alluvial soils varies markedly across the region, influenced by proximity to riverbeds and exposure to wind, resulting in a myriad of soil types.

Such soil variations, coupled with variation in geography, rainfall and temperature, has given rise to the emergence of three loosely banded viticultural sub-regions within Marlborough. Each is characterised by a cluster of distinct growing conditions that are reflected in subtly different wines.



Region	Temperature	Moisture	Typical Soil Type	Typical Terrain	Planting Diversity in Order of Plantings
Marlborough GI	 Cool to Very Cool	 Very Dry	Extremely diverse giving rise to opportunities to produce many benchmark examples of different wine styles. Marlborough's soils vary from stony flood plains with deep alluvial and gravel soils, to glacial outwash with high clay content and wind blown loess	A diverse mix of flood plains at sea level, rising slightly as the vineyards move inland, to valley slopes and high country areas	<ol style="list-style-type: none"> 1. Sauvignon Blanc 2. Pinot Noir 3. Chardonnay 4. Pinot Gris 5. Riesling 6. Other: Merlot, Gewurztraminer, Semillon, Syrah, Viognier, Malbec
Sub Regions	Temperature	Moisture	Typical Soil Type	Typical Terrain	Important Varietals
The Wairau Valley (Rapaura / Lower Wairau / Conder's Bend / Renwick / Kaituna)	 Cool	 Dry	River flood plain - extremely variable soils, from stony river wash to fine, deep alluvium seams	Flat with gently undulating areas where river flows have occurred. The area slowly elevates up as you move west from Cloudy Bay	Sauvignon Blanc Riesling Chardonnay Pinot Noir Gewurztraminer Pinot Gris
The Southern Valleys (Ben Morven / Brancott / Fairhall / Omaka / Waihopai)	 Cooler	 Drier	Glacial outwash – older variable soils exhibiting stony gravels with higher levels of clay and rolling hill slopes	Fingers extend into the valley areas and rise from valley fringes to superbly orientated slopes facing north	Pinot Noir Sauvignon Blanc Chardonnay
The Awatere Valley (Blind River / Seaview Seddon / Redwood Pass)	 Coolest	 Driest	River terraces and flood plains - alluvial gravels and clay with wind blown loess	A mix of river plains, river terraces and undulating rolling hills. Again diverse with areas moving up to high-country	Sauvignon Blanc Pinot Noir







River Terraces, Awatere Valley

The Wairau Valley

“Wairau” is a Maori word meaning “many waters”. This sub-region is broadly defined by its proximity to the 170km long Wairau River that runs from the mountains in the west to the ocean at Cloudy Bay. Marlborough’s earliest vineyards were established on the characteristically alluvial river plains that include the acclaimed Rapaura and Renwick areas; home to some of the region’s most well known wineries.

The Wairau sits closer to the Richmond Ranges which see more rainfall than the Wither Hill range that dominates the Southern Valley. It is these ranges that protect the Wairau Valley and Marlborough from weather events coming from the north and north west. Many vineyards here, whilst having diverse soil structures, mostly lie on either buried or visible river terraces. Some vineyards have large amounts of river stones grouped under the rows of vines. These stones help radiate heat back into the canopy giving the grapes distinct and identifiable characteristics of this sub region.

Prior to discovering the suitability of viticulture, the land here was farmed out to a mixture of uses, such as cherry orchards, apple and pear orchards, garlic and asparagus fields, lucerne pastures and of course sheep farming. The Wairau area saw its first commercial plantings occur in 1973 with private plantings in 1978/79.



Renwick, Wairau Valley



Dawn, Wairau Valley



Fairhall, Southern Valley



Rolling hills, Waihopai Valley

The Southern Valleys

The soils of the Ben Morven, Brancott, Omaka, Fairhall and Waihopai Valleys (as a group referred to as the Southern Valleys) that lie to the south of the Wairau plains, typically originated from glacial outwash. Less extensively worked by the river system, these soils tend to have significant amounts of silt and gravel but also exhibit higher levels of clay than the other sub-regions. Geologically these soils are acknowledged as older and the most similarly grouped than the other two sub regions. Spreading like the fingers on a hand into the valleys along the Wither Hill ranges the Southern Valleys provide opportunities to plant either on the valley fringes or further up the undulating hillsides with their distinctively higher clay content.

While the Wairau River moderates the viticultural climate along the fringes of the Wairau Plains, cold air descends from the nearby Wither Hills into the Southern valleys creating a cooler, later ripening climate than that of the growing areas on the opposite, northern side of the Wairau plain.

Southern Valley sites formed the majority of the first Marlborough plantings in 1973 and was also home to Marlborough's very first plantings 100 years prior to this. Prior to becoming recognised as suitable viticultural land, much of the Southern Valley's formed parts of giant and historic sheep farming stations.

The Awatere Valley

South east of the Wairau and closer to the coast, the vineyards of the narrow Awatere Valley that include the Awatere River valley, Seaview, Redwood Pass and Blind River areas experience a cooler, drier and windier growing season. The area can be more exposed to cold weather from the South than the other sub-regions, which tends to create a later ripening crop and even longer growing season. The soils are typically alluvial gravel and wind borne loess, often exhibiting a diverse composition of stone materials. The Maori word Awatere means fast flowing stream and there are many river terraces and rolling hills in the Awatere which runs from the semi high-country areas to the sea.

The Awatere sub region was the last to be fully recognised even though its high quality and potential was noted by early pioneers who planted in the late 1980's. Prior to becoming highly regarded viticultural land this area also formed part of giant stations such as Flaxbourne and Starborough and is also where Marlborough's tallest peak, Mount Tapuae-o-Uenuku (2,880m or 9,450 feet) is found.

In most instances fruit from these three sub-regions combine to create complexity and completeness in the wines, however, increasingly our winemakers and viticulturists are capturing these sub regional areas individual flavour characteristics in site-specific wines.



Seaview, Awatere Valley



Waterfall Road, Awatere Valley

Key wine styles

Such diversity finds expression in a stylistically diverse range of wines across several key varieties.

Marlborough Sauvignon Blanc is acclaimed throughout the world as the definitive benchmark style for the variety. Nowhere else, including the variety's traditional home in the Loire Valley, is able to produce Sauvignon Blanc wines with such breathtaking pungency and crisp, zesty, fresh flavours and aromas.

While Marlborough Sauvignon Blanc has dazzled wine critics and consumers alike, the region's Pinot Noir is creating worldwide excitement. Marlborough is one of a few privileged places in the world where the climatic conditions provide the perfect long dry ripening period that allows Pinot Noir to show its full class. The calibre of Marlborough's Pinot Noir fruit is also a significant factor in the success of the region's sparkling wine, which has attracted partnership ventures with major Champagne houses.

Marlborough is blessed with many factors critical for long term success with Pinot Noir. Climatically, Marlborough has the most consistent weather patterns of all of New Zealand's most proven Pinot Noir areas, with a generally stable period around the critical flowering window in late November and December and also during vintage in April. Importantly Marlborough has also benefited by being a relative late starter in its pursuit of high calibre Pinot Noir meaning the region is well covered with the latest clonal material. Finally, our diversity of price points with Pinot Noir allows us access into many of the world's different market segments. Marlborough's efforts are on target to help make Pinot Noir into one of the world's most loved red wine styles.

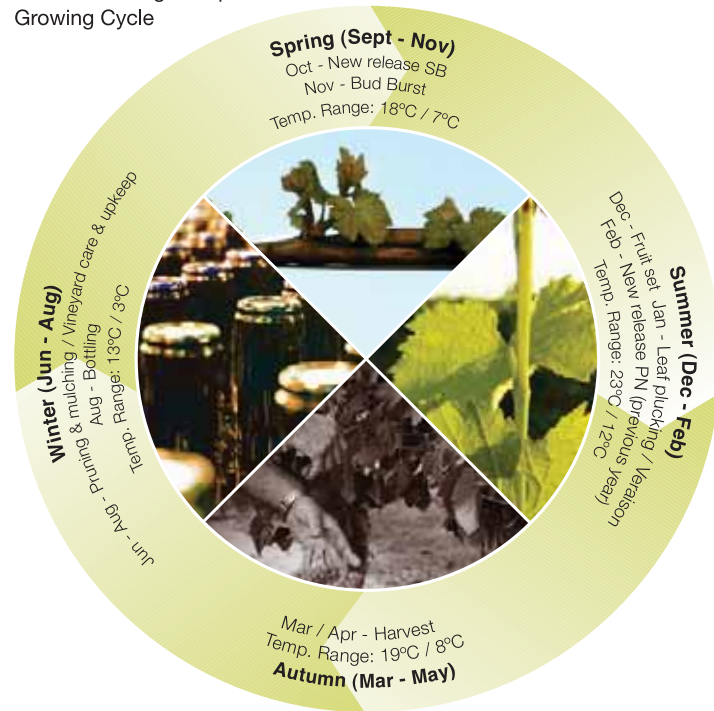
Aromatic varieties are something Marlborough has had a long and proud association with. Although often driven by winemaker passion and a belief that what they are doing is right, Riesling, Gewürztraminer and Pinot Gris all continue to excel with precise flavour profiles and fruit intensity the wines of Marlborough are famed and sought out for. Underpinning these regional strengths are Chardonnay wines that critics and consumers adore for the citrus fruit, mineral intensity and superb length our climate enables winemakers to capture in the bottle.



Making exquisite wines

Marlborough's climate and soil provide the raw ingredients but it is the growers, viticulturists and winemakers of the region who harness this potential to produce great fruit and craft exquisite wine.

The Marlborough Grape Growing Cycle



The challenges of the region's diverse geography and climatic variations demand resourceful viticulture and an unrelenting dedication to the task of making premium wine. And so it is the pioneering spirit, adaptability and passion of the people here that underpin Marlborough's extraordinary success.

This comparatively small region is now heralded at the forefront of innovative vineyard and viticultural techniques. Home of the Marlborough Wine Research Centre, a focal point for leading grape and wine research, the region is instrumental in new industry initiatives in the pursuit of continually improving quality standards. Proactive environmental management activity - such as the Sustainable Winegrowing New Zealand programme (SWNZ), carboNZero initiatives, wetland replantings to encourage eco-diversity and the reintroduction of the New Zealand Falcon (the Karearea in Maori) to control bird pests - reflect a forward thinking path into the future.

And alongside its investment in the environment is a programme of investment in the next generation of Marlborough's wine industry. Education, scholarships and awards such as the Silver Secateurs Pruning Competition and Young Viticulturist of the Year recognise and celebrate the skills and dedication that will continue to enhance the quality of Marlborough's wine as this remarkable wine region evolves in the years ahead.

Each year we celebrate our success in public and invite you to attend the Marlborough Wine Festival (second Saturday in February) or our biennial Marlborough Wine Weekend. See www.wine-marlborough.co.nz for more information.

The Environment

New Zealand's small population, distant location and agricultural economy have earned the country a 'clean, green' image. Visitors often describe it as 'an unspoiled paradise'. New Zealand's winemakers and grape growers are determined to keep it this way. Innovative practices in the vineyard and winery which deliver quality in a sustainable and environmental manner, ensure that New Zealand meets a growing world demand for wines that have been produced in a 'clean and green' fashion.

To this end a pioneering set of industry standards have been developed, known as Sustainable Winegrowing New Zealand (SWNZ). Sustainable Winegrowing New Zealand provides the framework for companies to continually work towards improving all aspects of their performance in terms of environmental, social and economic sustainability in both the vineyard and the winery.

Sustainable Winegrowing New Zealand was commercially introduced in 1997 after two years as a pilot scheme and has been adopted enthusiastically by growers from all the grape growing regions. The introduction of a winery program in 2002 has been a significant development. All in all the SWNZ initiative has set a benchmark for 'best practice' in the vineyard and winery. Closer monitoring of all practices from vineyard to bottle provides better quality assurance and almost certainly quality leaps as well as working to address consumer concerns in environmental practices in wine production. Marlborough is well represented in the SWNZ programme and many wineries and grape growers have accreditation.

To reduce the need for bird netting and bird scaring devices a network of growers and wineries are working to re-introduce the Karearea, or New Zealand falcon with some success. This bird is virtually extinct and rarer than our national icon, the flightless Kiwi but is a remarkably agile hunter. It is said that its mere presence in a vineyard is enough for the resident pest species to immediately evacuate the area.

Organic and biodynamic vineyard and production practices are becoming quite common with many wineries and growers adopting alternative treatments in the growing process and promoting environmentally safe practices. For some companies the organic or biodynamic approach is central to their whole approach to winemaking. These companies are providing inspiration and encouragement to others in Marlborough to follow their lead. Carbon offsetting has become popular in Marlborough with a handful of wineries having declared their position to become carbon neutral in the past year or two.

Marlborough enhances New Zealand's global reputation as a clean, green paradise. It is a very small province with a small population of just 44,000 inhabitants (just one percent of New Zealand's population) giving us space and freedom in which to operate and also a great incentive to protect and improve our natural environment for future generations.

We hope this booklet inspires you to explore further by either visiting us here in Marlborough or sampling our wines wherever you are in the world.



New Zealand Native Falcon, Karearea. Photo: Colin Wynn

WINE
MARLBOROUGH
NEW ZEALAND



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