Hawke’s Bay
New Zealand’s Premium Wine Region
Hawke’s Bay is located on the East Coast of the North Island. In travel times, Hawke’s Bay is a 60 minute flight from Auckland and Wellington, and a 90 minute flight from Christchurch.

Hawke’s Bay covers a total land area of 1.4 million hectares on 350km of Pacific Ocean coastline.

Vineyards are mainly concentrated in a 50km x 30km area around the cities of Hastings and Napier within sheltering inland ranges, however you will find vineyards cover a much larger area 140km x 60km to the North and South.
Hawke’s Bay is New Zealand’s second largest wine producing region with over 76 wineries, 200 vineyards and 32 Cellar Doors.

A large, diverse region capable of producing a wide range of varietals Hawke’s Bay is best known for its Merlot Cabernet Blends, Syrah and Chardonnay.
Hawke’s Bay is New Zealand’s oldest wine region

Vines were first planted in Hawke’s Bay back in 1851 by French Missionaries who established Mission Estate.

By the early 1920s Mission Estate, Te Mata Estate, Vidal Estate, McDonalds Winery (Church Road) and Glenvale Winery (Esk Valley Winery) were all established confirming Hawke’s Bay as a pioneering, innovative wine region.
Hawke’s Bay
Growing History

Producing Hectares (Ha)

<table>
<thead>
<tr>
<th>Year</th>
<th>Hawke’s Bay</th>
<th>New Zealand</th>
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<tbody>
<tr>
<td>1970</td>
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<td>1975</td>
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<td>2015</td>
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<tr>
<td>2016</td>
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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

<table>
<thead>
<tr>
<th>Location</th>
<th>Heat Degrees Days</th>
<th>Rainfall mm (growing season)</th>
<th>Rainfall mm (for 3 months of vintage)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medoc, Bordeaux</td>
<td>1546</td>
<td>427</td>
<td>183</td>
</tr>
<tr>
<td>Valence, Rhône</td>
<td>1590</td>
<td>625</td>
<td>348</td>
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<tr>
<td>Coonawarra, South Australia</td>
<td>1352</td>
<td>257</td>
<td>106</td>
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<tr>
<td>Manjimup, Western Australia</td>
<td>1500</td>
<td>288</td>
<td>116</td>
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<tr>
<td>Napa, California</td>
<td>1382</td>
<td>112</td>
<td>42</td>
</tr>
<tr>
<td>Hawke's Bay</td>
<td>1470</td>
<td>470</td>
<td>193</td>
</tr>
<tr>
<td>Waipukurau, Central Hawke's Bay</td>
<td>1123</td>
<td>432</td>
<td>204</td>
</tr>
<tr>
<td>Dijon, Burgundy</td>
<td>1242</td>
<td>429</td>
<td>193</td>
</tr>
<tr>
<td>Blenheim, Marlborough</td>
<td>1195</td>
<td>347</td>
<td>150</td>
</tr>
</tbody>
</table>

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

- Heat Degree Days
- January Mean Temperature
- Annual Rainfall
- October Frost Days
Over thousands of years, five 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 Sub-Regions

- Hawke's Bay Sub-Regions
  - Havelock
  - North
  - Hastings
  - Napier
  - Bridge PA Triangle
  - Gimblett Gravels
  - Ohiti
  - Crowntorpe Terraces
  - Mangataki Terraces
  - Tukituki Valley
  - Havelock Hills
  - Te Awanga
  - Tukituki Valley
  - Central Hawke's Bay

- Dartmoor Valley
- Tutaekuri River
- Ngauroro River
- Korokipo
- Bridge PA Triangle
- Gimblett Gravels
- Ohiti
- Crowntorpe Terraces
- Mangataki Terraces
- Central Hawke's Bay
- Havelock Hills
- Te Awanga
- Tukituki Valley
- Havelock North
- Tukituki Valley
- Central Hawke's Bay
Hawke’s Bay Soil Map

Over the last 5 million years plate tectonic movement has uplifted greywacke rock formed from compressed sand to shape the Kaweka and Ruahine mountain ranges. These same geological powers, combined with natural weathering processes, have also caused the rock to fracture and erode into streams and rivers where it is transported and deposited as greywacke alluvium. This creates the multitudes of soil types from rounded gravels, sand, silt and clay.

CLICK BELOW TO VIEW MORE INFO ON EACH REGION

» ESK RIVER  » DARTMOOR
» TE AWANGA  » MANGATAHI & CROWNTHORPE
» HERETAUNGA » BRIDGE PA
» BRIDGE PA   » HAVELOCK HILLS
» GIMBLETT GRAVELS » TUKITUKI
» OHITI       » CENTRAL HAWKE’S BAY
Hawke’s Bay Plantings

From Hawke’s Bay North to the South, sub-regional plantings are matched to varietal type.

« CLICK TO VIEW

RIVER VALLEYS
COASTAL AREAS
ALLUVIAL PLAINS
HILLSIDES
CENTRAL HAWKE’S BAY
Hawkes Bay is New Zealand’s second largest wine region with the largest premium red wine production in the country.

Hawke’s Bay has over 4744 producing hectares planted, 76 wineries and 71 independent grape growers. Whilst many of the national wine brands have a presence here, the majority of Hawke’s Bay wineries produce less than 200,000 litres per annum and are family owned, offering a true boutique artisan experience.
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 2016 was just over 42,958 tonnes. Currently 63% of production is white wine and 37% is red wine. Chardonnay, Merlot Cabernet varieties and Syrah combined make up 50% of the annual vintage.
Hawke’s Bay Chardonnay

Hawke’s Bay has 32% of New Zealand’s total producing hectares for this variety and 30% of New Zealand’s table Chardonnay vintage
Hawke’s Bay is the largest contributor to the national vintage of Merlot Cabernet and Syrah categories of wine grapes in tonnes and producing hectares.
Sustainable wine practices in 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 254 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

“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

“Australia has probably at least 20 regions that consistently produce outstanding shiraz. New Zealand has one: Hawkes Bay.”

Huon Hooke, The Age

“This fêted part of the North Island can turn its hand to anything.”

Steven Spurrier, Decanter World Wine Awards Chairman
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, Smith & Sheth Wine Company
Hawke’s Bay - one more time

> New Zealand’s oldest wine region (1851)
> Largest premium red wine production in NZ
> Renowned for full-bodied Red Blends, elegant Syrah and rich, complex Chardonnays
  > Over 200 vineyards, 76 wineries and 32 cellar doors
> Hawke’s Bay offers extensive wine tourism experiences
  (wine tours, vineyard cycling, winery concerts, urban wineries)
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