



HAWKE'S BAY WINE
NEW ZEALAND

HAWKE'S BAY

New Zealand's Premium Red Wine Region

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
NEW ZEALAND
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



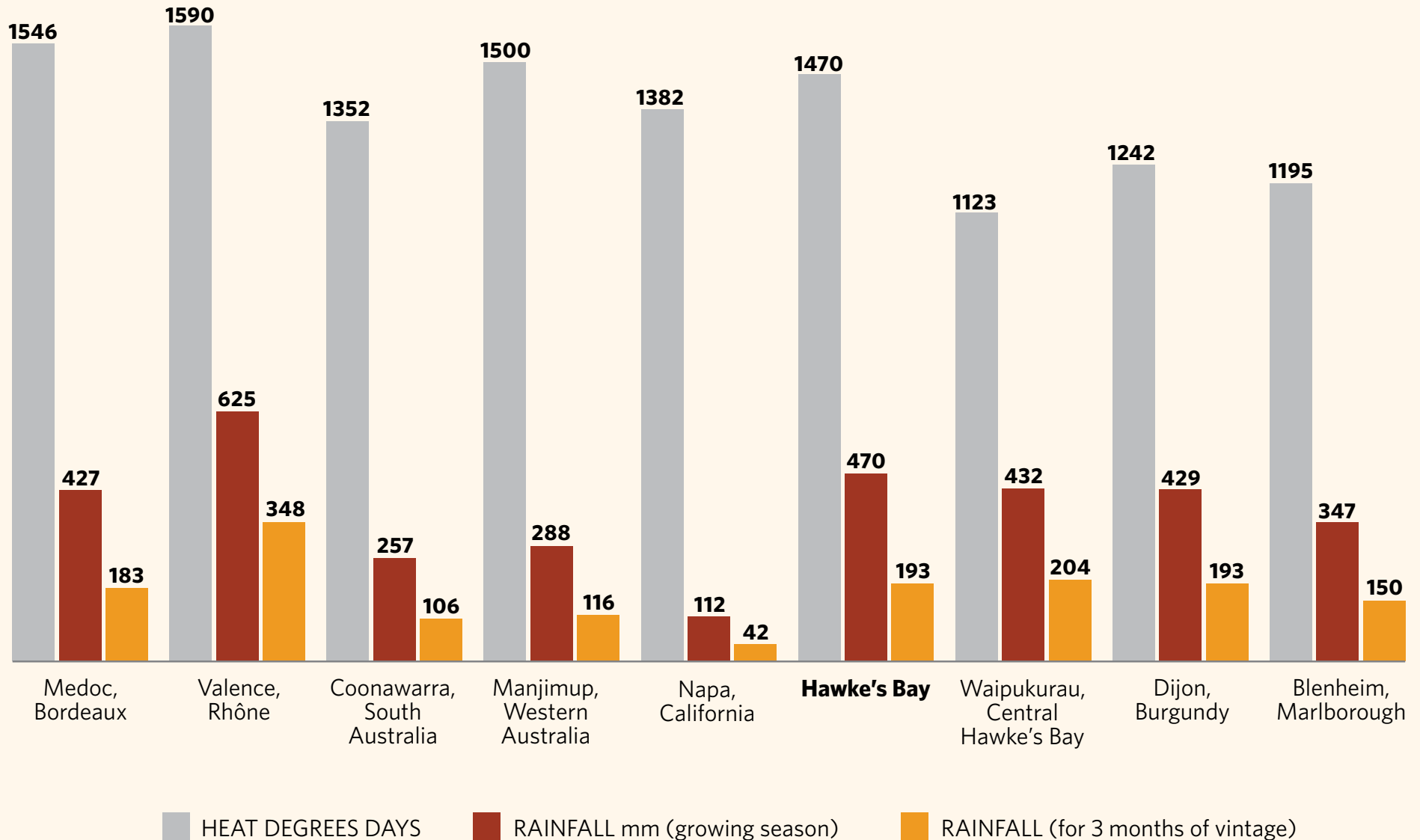
There are over 4,744 producing hectares planted with 76 wineries and 71 independent grape growers. Most of Hawke's Bay's wineries produce less than 200,000 litres per annum and are family owned providing a true artisan experience.

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

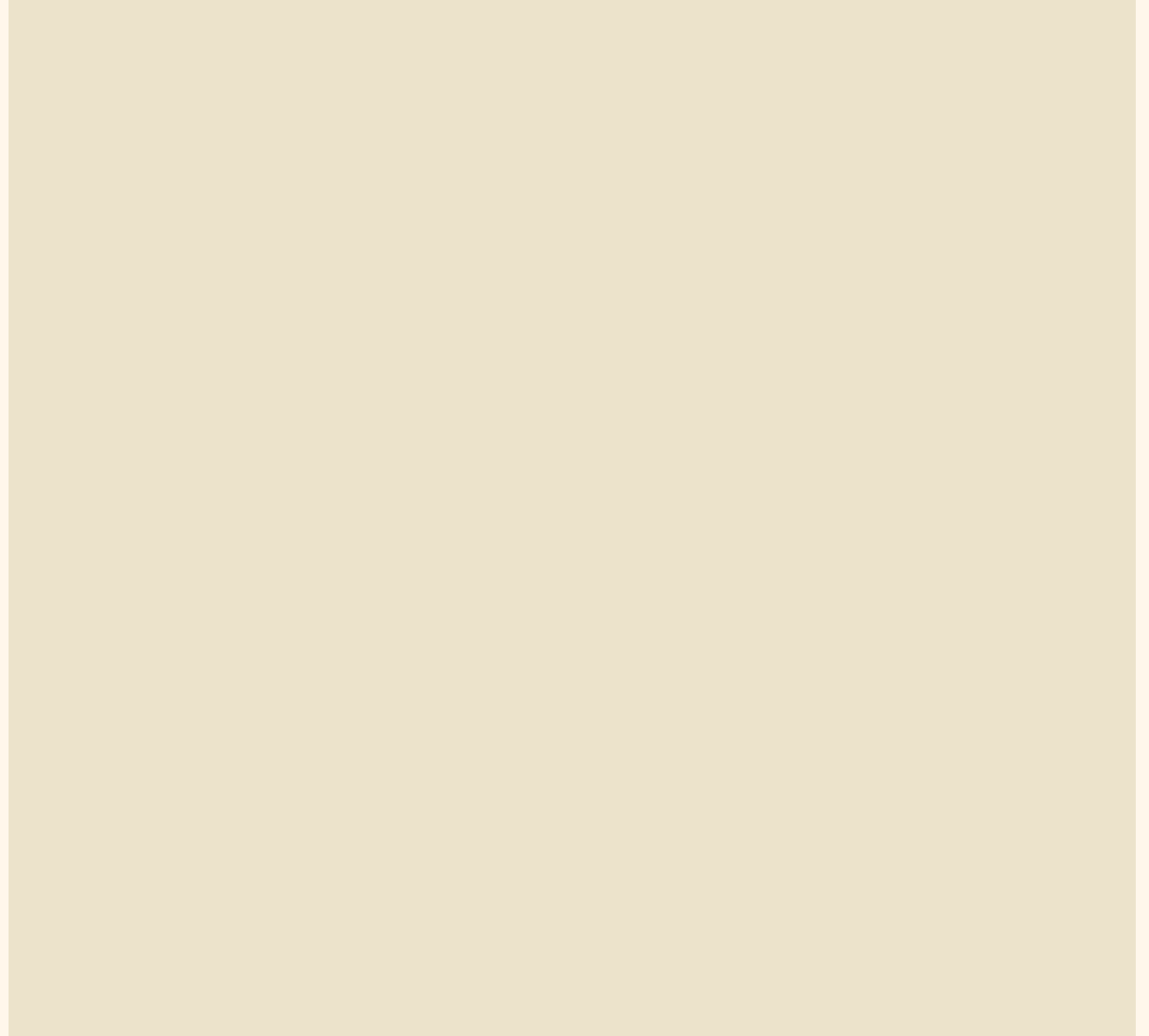


Over thousands of years, 5 major Hawke's Bay rivers moved and formed valleys and terraces to create over 25 different soil types from clay loam, to limestone, to sands and free draining gravels and red metal.

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



Hawke's Bay Sub-Regions



Hawke's Bay Soil Map

CLICK BELOW TO VIEW MORE INFO ON EACH REGION

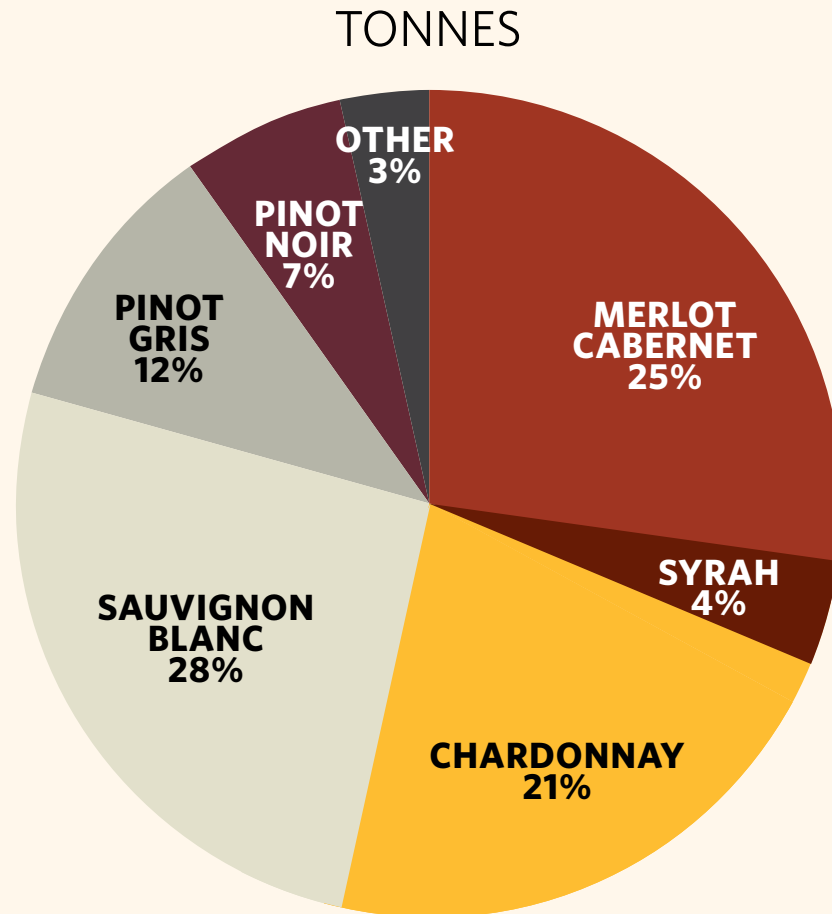
New Zealand's Oldest Wine Region



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

Hawke's Bay Varietal Mix

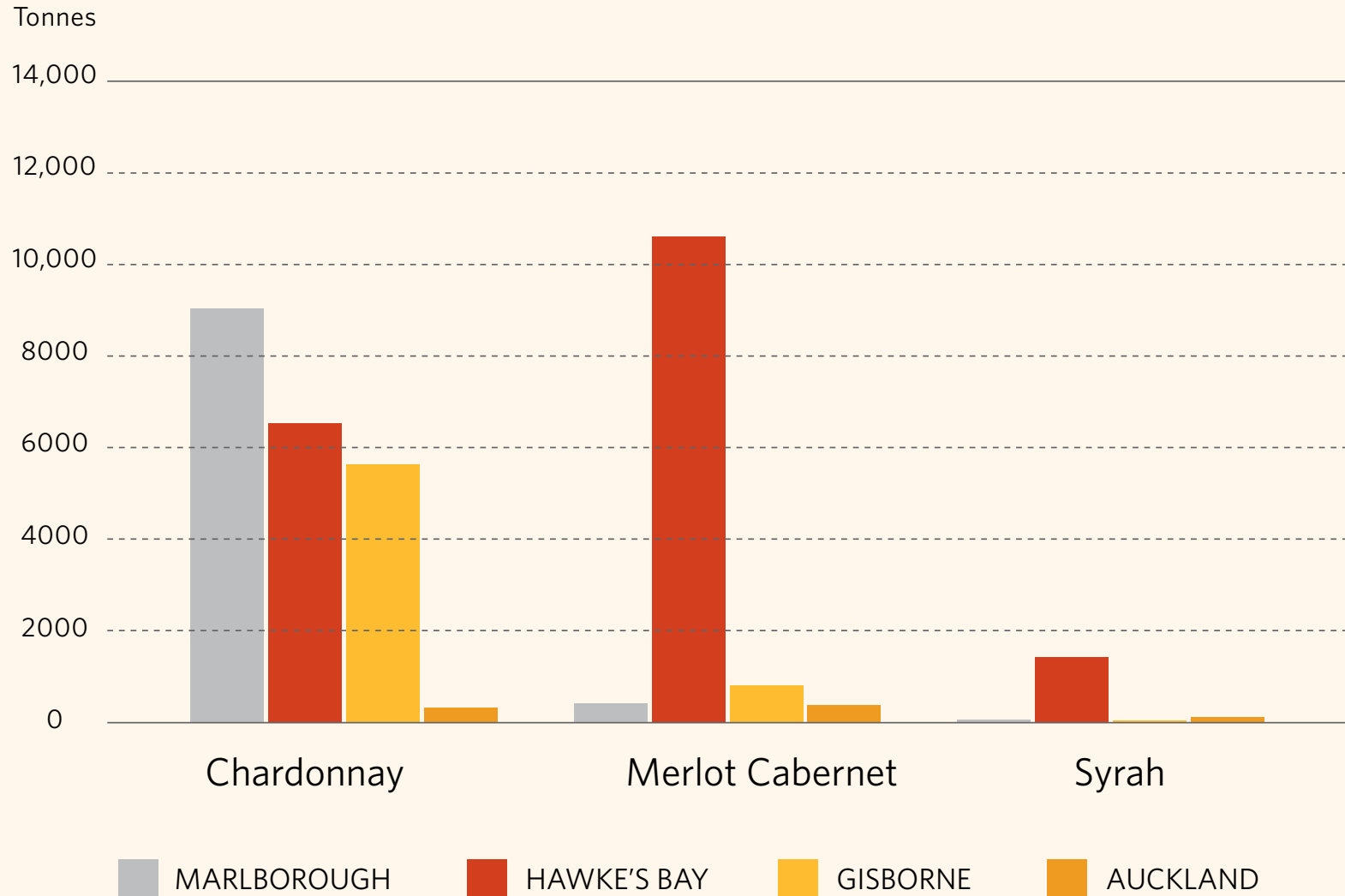


New Zealand Winegrowers
Annual Vintage Survey 2016

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.

Vintage by Region and Variety (2015)



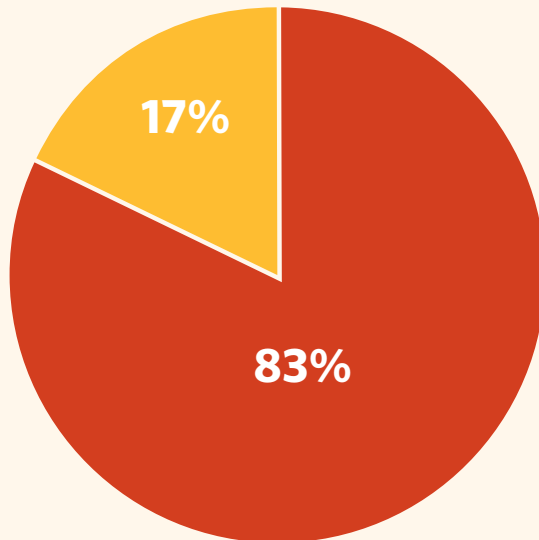


Hawke's Bay: New Zealand's Red Wine Region

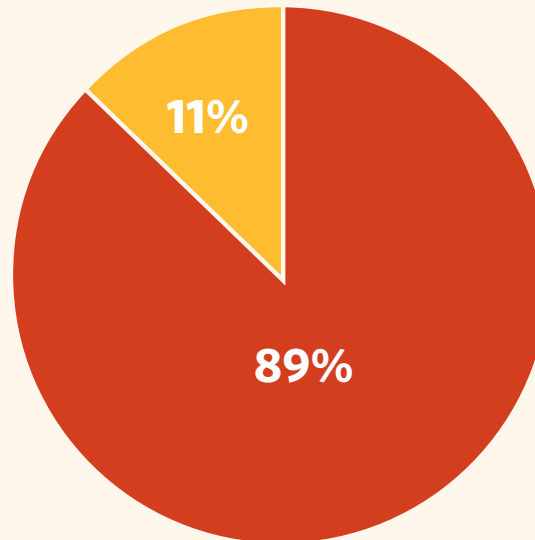
Hawke's Bay is now New Zealand's second largest wine region and the largest premium red wine producing region in the country.

Hawke's Bay: Premium Red Wine Region

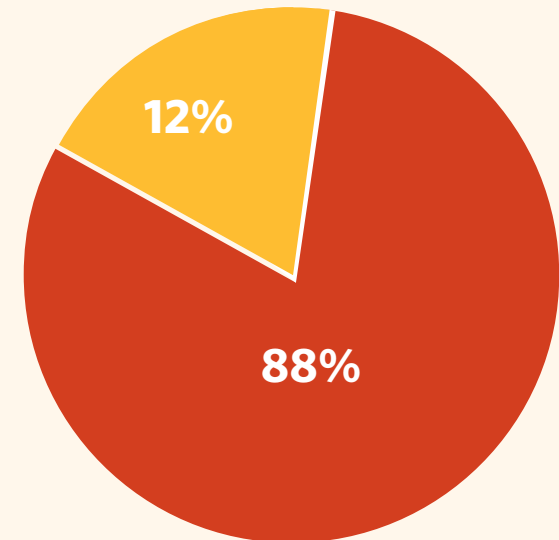
**Merlot Cabernet & Syrah
(hectares) 2014**



**Merlot Cabernet & Syrah
(tonnes) 2015**



**Merlot Cabernet & Syrah
(tonnes) 2016**



■ Hawke's Bay ■ New Zealand

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.

Hawke's Bay Merlot Cabernet



“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 Merlot Cabernet 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 Merlot Cabernet 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."

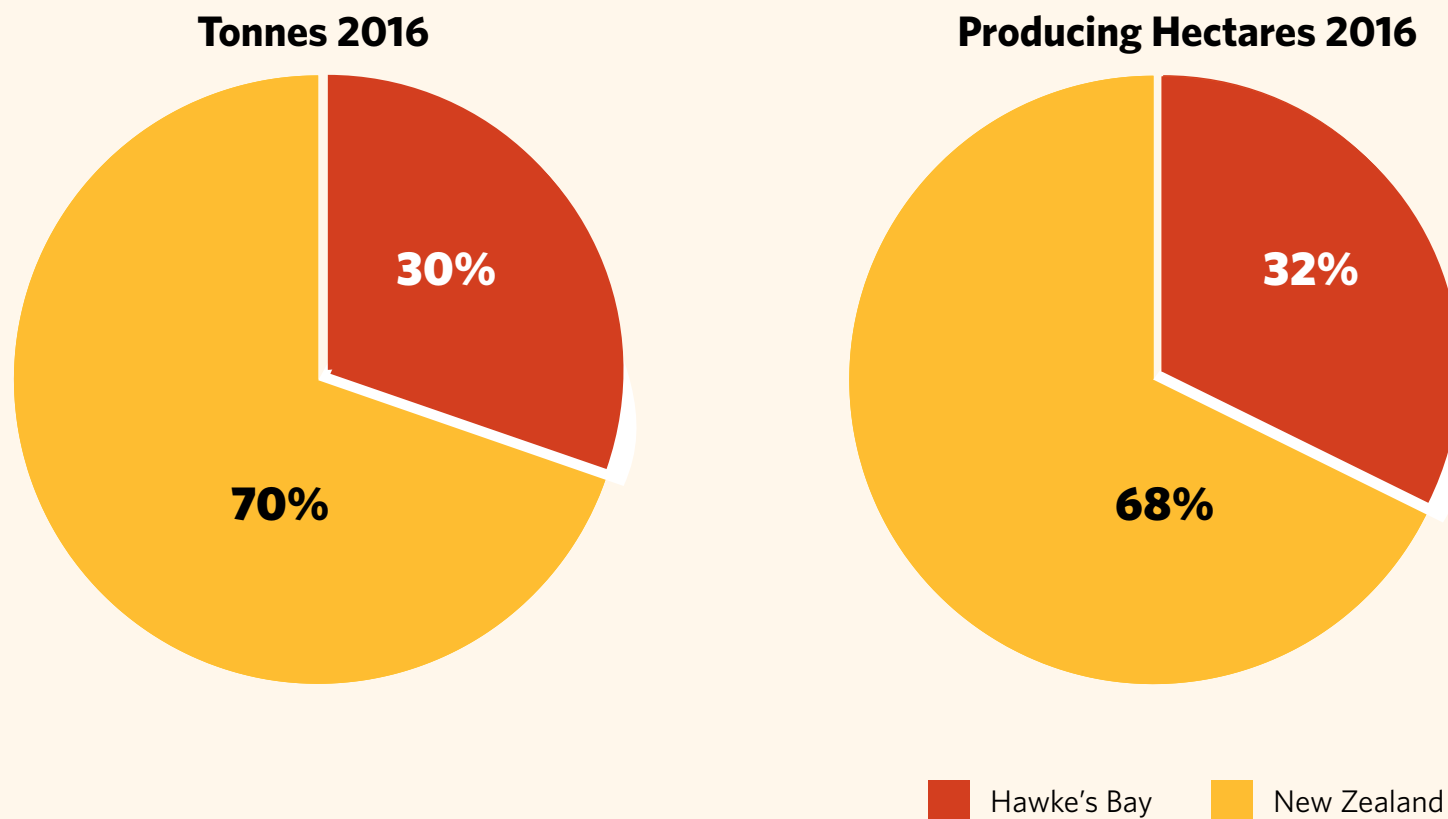
JAMES LAWTHER MW,
WWW.DECANTER.COM, JANUARY 2009

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 32% of New Zealand's total producing hectares for this variety and 30% of New Zealand's table Chardonnay vintage

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



Hawke's Bay Sauvignon Blanc
Hawke's Bay Sauvignon Blanc is 4% 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 20% of the annual regional vintage and becoming increasingly recognised as a premium style along with other aromatic wines.

Hawke's Bay Pinot Noir

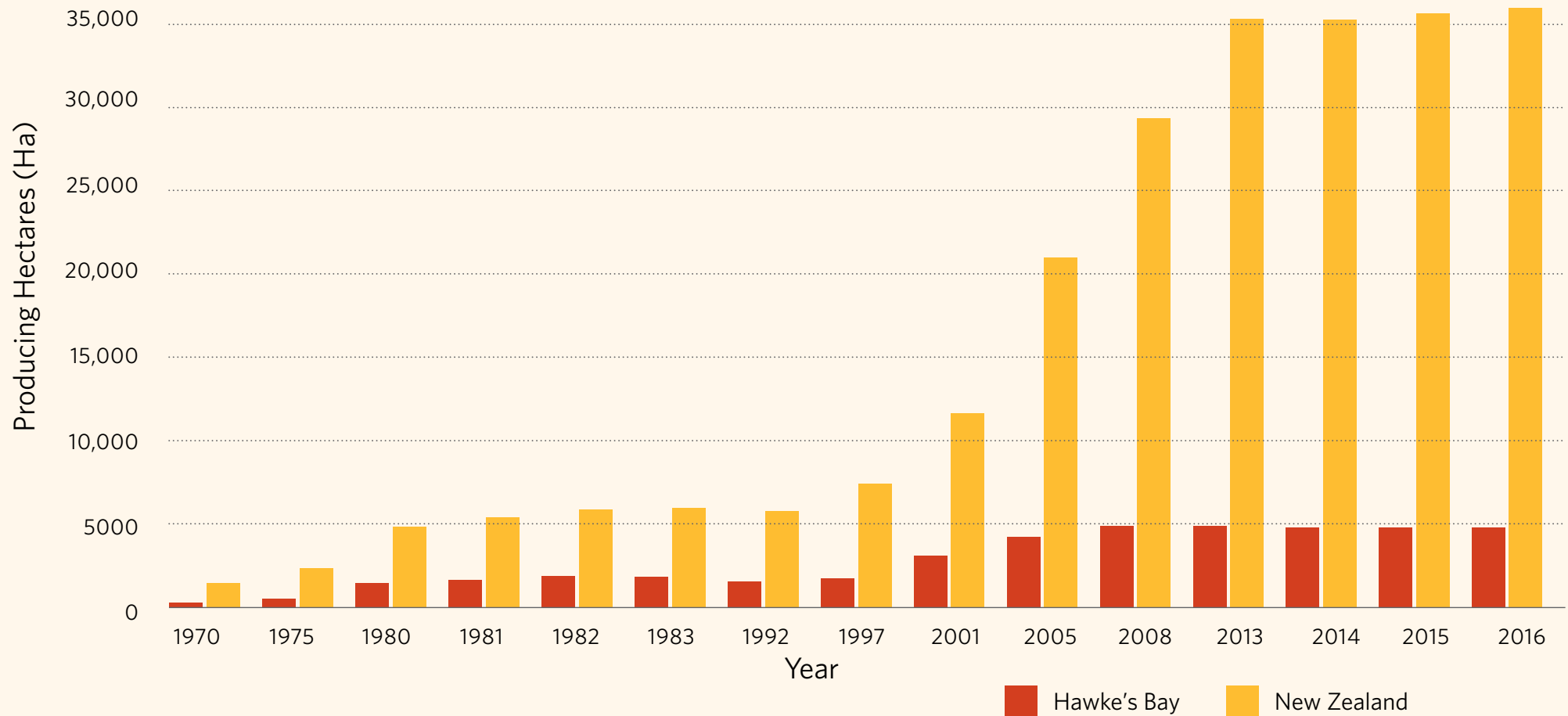
Hawke's Bay table Pinot Noir plantings reach into cooler more elevated sites within the region. Pinot Noir comprises 8% of the annual regional vintage.

Other Exciting Wines

Individual wineries have had great success with Gewürztraminer, Viognier, Grüner Veltliner, 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 1970s.

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 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 , 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

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