

**HAWKE'S BAY
WINEGROWERS INC.**

MediaKit 2009

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New Zealand's Red Wine Capital

Hawke's Bay is New Zealand's leading producer of red wines.

With over 65% of New Zealand's producing hectares and 86% of New Zealand's 2007 vintage of Merlot and Cabernet Sauvignon grapes, Hawke's Bay has a reputation for superior quality red wines.

The warm maritime climate and varying landscape also produces New Zealand's richest and most complex Chardonnays.

History, consistency, diversity and innovation continue to provide the foundation for Hawke's Bay's reputation as a fine wine producing region.

'Hawke's Bay – a world of wine'

For a copy of the Hawke's Bay Wine Story interactive pdf please email us at info@winehawkesbay.co.nz or call the Hawke's Bay Winegrowers office on +64 6 876 3418.

Internationally Renowned Fine Wines

Fine Red Wine

Hawke's Bay is recognised world wide as New Zealand's ultra premium red wine region. Combining new world fruit flavours with old world structure, Hawke's Bay red wines are unique in their style. The wines are typically Merlot or Cabernet Sauvignon dominant and are often blended with other classic red varieties such as Cabernet Franc, Malbec and Petit Verdot. With over 65% of New Zealand's producing hectares of these varieties, Hawke's Bay is the leading producer of finest quality red wine. Syrah is rapidly becoming recognized as the most exciting wine produced in Hawke's Bay and accounts for 85% of New Zealand's 2007 Syrah vintage. Syrah, produced in a classic European style, exhibits flavours of fresh raspberry and cracked pepper. These red wines make up 36% of the total Hawke's Bay vintage.

Complex Chardonnay

Hawke's Bay has consistently produced New Zealand's leading examples of Chardonnay with 30% of New Zealand's total producing hectares for this variety. Hawke's Bay's Chardonnays are rich, complex wines with distinctive flavours of citrus and ripe stonefruit and are 26% of the total annual vintage.

Other Wines

With Hawke's Bay's diversity of climate and soil structures, sub- regions and individual vineyards have been recognised for their ability to produce high quality examples of a range of other grape varieties and styles.

Hawke's Bay Sauvignon Blanc retains the freshness typical of New Zealand Sauvignon Blanc while exhibiting ripe tropical fruit flavours.

The Hawke's Bay region is also a significant producer of sparkling and dessert wines.

Individual wineries have had great success with Gewurztraminer, Viognier, Pinot Gris, Riesling, Semillon, Chenin Blanc and Pinot Noir. Other, more experimental varieties include Sangiovese, Tempranillo and Zinfandel.

The Region

Hawke's Bay is in the North Island of New Zealand, 300km north of Marlborough and 360km south of Auckland. Located at 39.4° South (the same as Madrid in the North), Hawke's Bay is one of the hottest and sunniest areas of New Zealand. Sheltering inland ranges and a maritime influence provide a perfect balance. Hawke's Bay's warm maritime climate provides a long growing season, low rainfall, and an annual average of 2297 sunshine hours.

With more than 25 soil types, from clay loam to limestone to sands and gravel, the region offers a tremendous diversity for wine styles. Add to that a choice of sites from coastal to inland foothills, altitudes from virtually sea level to several hundred metres and Hawke's Bay is a region with limitless grape growing opportunities.

Hawke's Bay is New Zealand's oldest wine region with beginnings in the 1850's. By the early 1920's Mission Estate, Te Mata Estate, Vidal Estate, McDonalds Winery and Glenvale Winery (now Esk Valley Winery) were all established in the region. The soils and climate that so excited the early winemaking efforts of those pioneers continues to provide the inspiration for the current generation of Hawke's Bay winemakers.

Hawke's Bay is a unique region in the winegrowing world with many varieties grown successfully.

Today, over 4,700 hectares of wine producing grapes are planted here. Hawke's Bay has the largest plantings of red grape varieties in New Zealand and has the second largest number of plantings overall. The combined plantings of red varieties account for nearly half the grapes in Hawke's Bay. Chardonnay plantings are the largest for a single variety at 26% of total plantings and reflect the outstanding quality of Chardonnay produced in the region. Currently 50% of production is white wine and 50% red wine.

The earliest vineyards in Hawke's Bay were established on the coast and in areas close to the towns of Napier, Havelock North and Hastings. Later development extended to the Heretaunga Plains, which were formed by the movement of the lower reaches of three rivers; the Tutaekuri, The Ngaruroro and the Tukituki Rivers. More recent developments have extended to the edges of the alluvial plains and extend up the regions river valleys. Smaller plantings are exploring hillside sites around the fringes of the Heretaunga Plains as well as higher altitude sites of inland Central Hawke's Bay.

Coastal

Although the maritime influence of the Pacific Ocean extends into much of Hawke's Bay, the two grape growing areas located directly on the coast enjoy the most dramatic effects of the temperate climate and long growing season. The soils of the Esk River Valley in the North and Te Awanga in the South have achieved recognition for premium Chardonnay and early ripening reds.

Alluvial Plains - Heretaunga

The alluvial plains are characterised by a diversity of soil types created by the rivers changing course. The 25 distinct soil types range from inland gravels, red metal, and free draining soils to the heavier soil types closer to the coast.

Some of the regions earliest wineries began in areas closest to commercial activity. These include the extensive plantings at Korokipo as well as Taradale and Meeanee where the history of Hawke's Bay winemaking began.

Further inland are the newer plantings of the Bridge Pa, Gimblett Gravels and Ohiti. These areas were formed over several thousands of years by the changing course of the lower Ngaruroro River as it left red metal, free draining alluvial soils, gravel and stony terraces.

The accumulated heat and day/night temperature differences, together with the free draining qualities of the soils are the reason many of Hawke's Bay's wineries and vineyards have established plantings of Merlot, Cabernet Sauvignon and other red varieties here.

River Valleys & Terraces

Running across Hawke's Bay, from the sheltering inland ranges in the West to the sea in the East, are five rivers. The valleys they have formed and the movement of the rivers over time has created a huge diversity of grape growing sites. These sites have provided sheltered environments with variations in altitude, aspect to the sun and variations in soil type.

Esk River Valley

The Esk River Valley with it's narrow opening to the sea provides a unique combination of shelter, warmer sea influences and air drainage. The Esk River Valley produces the region's earliest ripening grapes. Predominantly alluvial silt with pockets of silty gravels, plantings here are dominated by Merlot, Chardonnay, Malbec and Cabernet Franc

Dartmoor Valley

The Dartmoor Valley, formed by the Tutaekuri River, has a diversity of soil type and growing environment that is mirrored in its equally diverse range of plantings. The plantings are dominated by Chardonnay, Sauvignon Blanc, Merlot and Cabernet Sauvignon. This river valley includes the Whitecliff, Woodthorpe, and Moteo areas and has shown some of the highest growing season temperatures in the region.

Mangatahi & Crownthorpe Terraces

The upper reaches of the Ngaruroro River Valley shelter the inland, elevated terraces of Crownthorpe and Mangatahi. These have produced some of Hawke's Bay's finest Chardonnay's and sparkling wines and also contain extensive recent plantings of a range of other varieties, including Pinot Noir.

Tukituki Valley

The Tukituki River flows behind Havelock North and has built up a series of river terraces on both banks. Although predominantly planted in Chardonnay and other white varieties, the valley has a long history of producing premium red wine.

Hillsides

The vineyards on the Havelock Hills on the slopes of Te Mata Peak have been an important feature of Hawke's Bay since the 1890's. More recently the hillside terraces have been re-established at Bay View and new hillside vineyards have been developed at Roy's Hill, Bridge Pa and Maraekakaho. With their aspect to the sun, and ability to shed cool night air the hillsides are predominantly planted in classic red varieties.

Central Hawke's Bay

Inland at an altitude of 300m Central Hawke's Bay vineyards show potential for cooler climate varieties and sparkling wine.

Looking Forward

Hawke's Bay Winegrowers Events

Midlands Hawke's Bay Charity Wine Auction

The Midlands Hawke's Bay Charity Wine Auction is the oldest of its type in New Zealand and takes place during the Queen's Birthday Weekend in June each year. The status of the auction continues to grow each year with Hawke's Bay wineries offering a rare and select range of quality wines for auction alongside the signature piece of artwork commissioned each year. Phone and silent bids are accepted as well as bids from those attending the event.



In a longstanding relationship, the auction's sole beneficiary is Cranford Hospice, Hastings, who provide palliative care services for the Hawke's Bay region. Midlands Mortgage Trust have committed to sponsoring this successful Hawke's Bay event for a further two years.

Winemakers are invited to submit lots for the auction that can range from smaller items to 56 litre quarter barriques to 225 litre barriques. The wine auction attracts prospective bidders from around the country and comprises a pre-auction tasting event and the main auction lunch.

Harvest Hawke's Bay

Harvest Hawke's Bay is Hawke's Bay major wine festival and significant to the region's tourism. It is held during the first weekend of February every year. The event is popular with both locals and visitors and has regularly attracted the participation of over 30 wineries making it the largest wine festival in the North Island.

This exciting event is designed to please all wine and food lovers with wine tastings, incredible food, big concerts, great workshops, live music, art and entertainment put on by the participating wineries.

Harvest Hawke's Bay is sponsored by the Eastern Institute of Technology (EIT) who have committed to sponsor this event for a further two years.

Attendees purchase a Harvest Hawke's Bay Pass or a Harvest Hawke's Bay Bus Pass for access to shuttle buses that run throughout the weekend between venues.



Hot Red Hawke's Bay

Hot Red Hawke's Bay is an annual expo showcasing Hawke's Bay's red wines and aimed at New Zealand's key trade, media and wine knowledgeable consumer. In 2008 the event visited Auckland, Wellington and Christchurch and attracted in excess of 700 attendees, providing valuable market exposure for participating wineries.

Trade and media are given complimentary entry to the event, whilst consumers are charged an entry fee and receive a complimentary branded glass as part of the ticket price.

The 2009 event will visit three cities; Auckland, Wellington and Christchurch.



Grape Grower Events

Romeo Bragato Conference

The winegrowing industry's major conference - the "Romeo Bragato Conference" is held annually at the end of August. The conference is deservedly named after the Italian viticulturist Romeo Bragato, who identified New Zealand's grape growing areas, and their potential for fine wine production as early as 1905. This conference will be held in Hawke's Bay on August 20 – 22 2009.

Fruitfed Supplies Silver Secateurs Grape Vine Pruning Competition

The Silver Secateurs competition is designed to encourage and recognise best practice in this very important discipline for the wine growing industry. The competition is held annually in late July/early August with the Hawke's Bay winners going on to represent the district at the National Silver Secateurs event held at the Romeo Bragato conference.

Young Viticulturist Of The Year Competition

The purpose of the Young Viticulturist of the Year Competition is to find a national viticulture sector representative to compete in the Young Horticulturist of the Year Competition.

Regional competitions are run by local viticulture and wine industry organisations to find representatives to compete in a national competition. The winner of that competition will compete in the Grand Final for the Young Horticulturist of the Year Competition.

Entrants must be 30 years of age or under as at 31 December of the year of the competition and working fulltime in the viticulture/horticulture industry. They must also have worked in a practical, hands-on position for the last three years in the sector in which they are entering the competition.

Fact Sheet

1. In 2007 Hawke's Bay had 4,664 hectares producing wine grapes.
2. In 2007 Hawke's Bay produced 41,963 tonnes.
3. Hawke's Bay has the largest planting (2022 hectares in 2007) of red grape varieties in New Zealand.
4. Hawke's Bay 2007 vintage accounted for 86% of New Zealand's full bodied red wine vintage (13,908 tonnes).
5. Hawke's Bay Syrah accounted for over 86% of New Zealand's total 2007 vintage for this variety (1,302 tonnes).
6. Hawke's Bay has 28% of New Zealand's total Chardonnay producing hectares.
7. The table below shows by variety, the area in production (hectares) and percentage of total area for the 2007 year.

Merlot	1104	24.7%
Cabernet Sauvignon	388	8.6%
Syrah	175	3.9%
Other Red	444	9.9%
Total Red	2111	47.3%
Chardonnay	1176	26.3%
Sauvignon Blanc	661	14.8%
Other White	515	11.5%
Total White	2353	52.7%
Total	4464	100%

8. Hawke's Bay has an annual average of 2297 sunshine hours.
9. Hawke's Bay has an average growing season heat summation of 1270 growing degree days
10. Hawke's Bay's Heretaunga Plains have separate classifications for over 25 soil types.
11. Hawke's Bay's first commercial winery was established in the 1850's. Mission Estate is still operating today.
12. Hawke's Bay is also home to the oldest winery in New Zealand still operating from its original site. Te Mata Estate was established in 1896.

Hawke's Bay Winegrowers Inc

Our Vision

For Hawke's Bay to be internationally renowned as a producer of world-class fine wines.

Hawke's Bay Winegrowers was established to represent the interest of all Hawke's Bay wine producers, both wineries and grape growers, with the amalgamation of the two regional bodies; Hawke's Bay Winemakers and Hawke's Bay Grape Growers.

The organisation is the key vehicle for the promotion and marketing of Hawke's Bay wine both domestically and internationally.

Hawke's Bay Winegrowers now aims to provide pro-active leadership for the 71 wineries and 172 independent grape growers with Hawke's Bay interests. Most of Hawke's Bay's wineries produce less than 200,000 litres per annum and are family owned providing a true boutique experience. It achieves it's vision through cohesive and consistent strategies in marketing, advocacy, economic clustering and education

Hawke's Bay Winegrowers is the central point of communication for the regional wine industry. For further information, please contact:

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