

An aerial photograph of a vast, meticulously organized vineyard in New Zealand. The rows of grapevines stretch far into the distance, creating a strong sense of perspective. The vines are a vibrant green, and the soil between the rows is a light brown. In the background, rolling hills and mountains are visible under a clear blue sky with a few wispy clouds. The overall scene is bright and sunny, suggesting a clear day.

Discover

NEW ZEALAND

winecentral

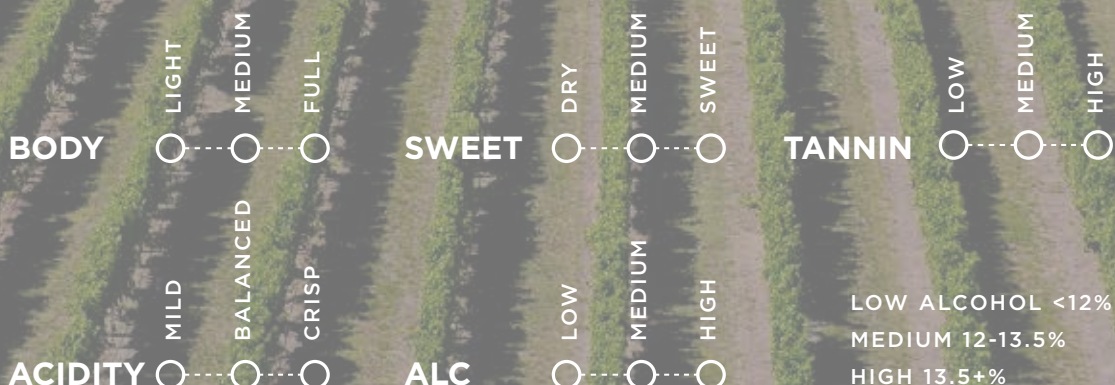
CLIMATE AND GEOGRAPHY



New Zealand is known for Marlborough Sauvignon Blanc. However, there are a number of grape varieties grown within this very diverse landscape. In fact, the North and South Island couldn't be more different. The North Island is warmer but the South Island has a stronger rain shadow effect because of the Southern Alps and is far drier. The one thing both isles have in common is that they are both moderated by the Pacific Ocean. New Zealand has an extreme maritime climate - no region is more than 150 km away from the sea. Because of this, the Pacific has a large influence over the region. The ocean moderates temperatures, keeping them just warm enough in the summer and cool, but not bitterly cold in the winter in most regions. Sea breezes help reduce disease pressure and keep New Zealand's wines vibrant and fresh. The sun also has a large impact. The Ozone layer is thinner here, and Aotearoa receives 40% more UV rays than winegrowing regions in the Northern Hemisphere. So, the ample sunshine in Marlborough, Nelson, and Hawke's Bay has a strong effect on the vines. Central Otago benefits from the rain shadow of the Southern Alps, and, unlike the rest of New Zealand, has a continental climate. The summers are warm and pleasant, and the winters have just the right amount of cold. The major grape varieties grown in New Zealand are similar throughout the regions. However, with such a vast difference in climate and soil types, the wines couldn't be more unique.

KEY TO INTENSITY SCALES

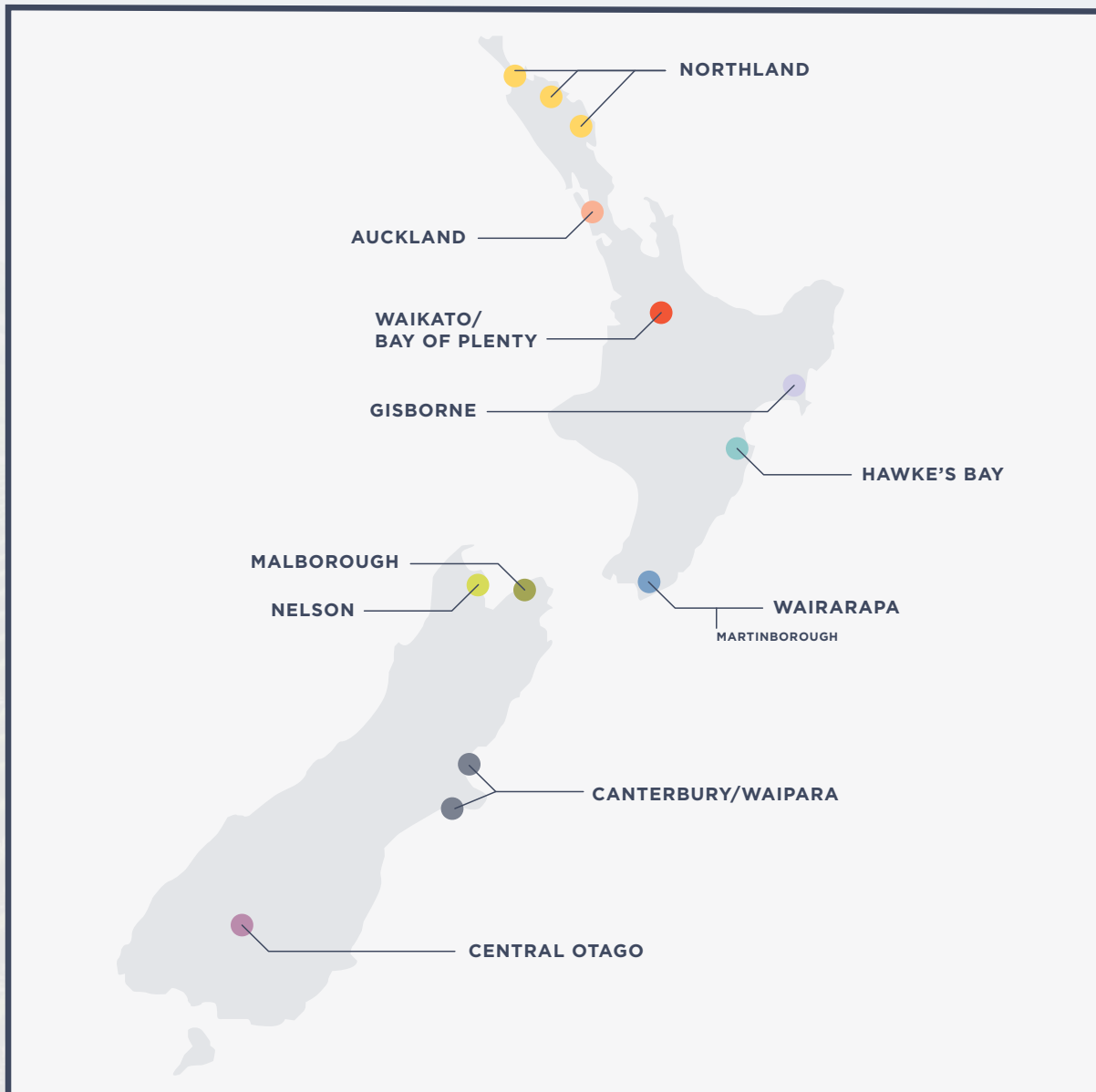
Guide to each wine variety's intensity notes.



HISTORY

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- 1300s** Māori arrive in Aotearoa New Zealand
 - 1642** Dutch explorer Abel Tasman arrives in New Zealand
 - 1769** British explorer James Cook arrives
 - 1819** Missionary Samuel Marsden plants grapevines at the Bay of Islands
 - 1839** James Busby becomes the earliest recorded winemaker in New Zealand wine and the Church takes on a prominent role in the wine industry
 - 1840** New Zealand's unique, greywacke soil is first described by a German scientist
 - 1851** French Missionaries plant grapes in Hawke's Bay
 - 1860s** Gold is found in Central Otago
 - 1867** A flood makes the Ngaruroro river change course, creating the Gimblett Gravels
 - 1880s** Dalmatian immigrants arrive, plant grapes, and improve New Zealand's winemaking techniques
 - 1931** An earthquake completely changes the layout of Hawke's Bay
 - 1900s** Wine sales are heavily restricted, and consumption is low
 - 1960** Wineries are allowed to sell to retail shops and restaurants for the first time
 - 1970s** Grapevines are first planted in Central Otago
 - 1975** Sauvignon Blanc is first planted in Marlborough
 - 1981** The Gimblett Gravels are planted for the first time
 - Mid 1980s** Sauvignon Blanc gains popularity overseas
 - 1985** Government encourages and incentivises replanting of older vineyards
 - 1990** Sauvignon Blanc exports hit \$18 Million
 - 2020** Sauvignon Blanc Exports hit \$1.86 Billion

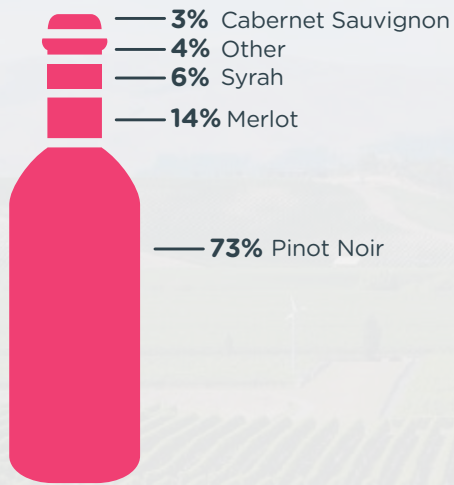
Discover NEW ZEALAND



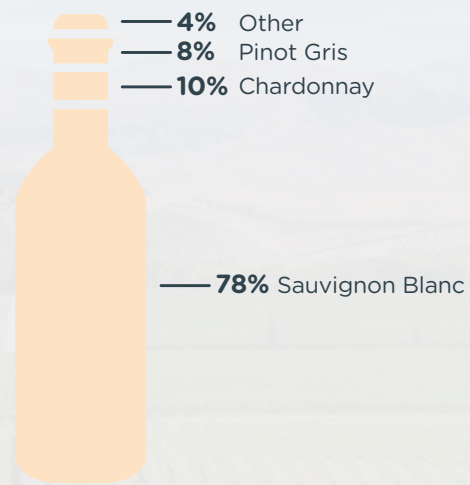
NORTHLAND	AUCKLAND	WAIKATO/BAY OF PLENTY	GISBORNE	HAWKE'S BAY
<ul style="list-style-type: none"> PINOT GRIS CHARDONNAY SYRAH MERLOT 	<ul style="list-style-type: none"> PINOT GRIS CHARDONNAY SYRAH MERLOT BLENDS CABERNET BLENDS 	<ul style="list-style-type: none"> SAUVIGNON BLANC PINOT GRIS PINOT NOIR 	<ul style="list-style-type: none"> CHARDONNAY PINOT GRIS RIESLING SAUVIGNON BLANC GEWÜRZTRAMINER MERLOT 	<ul style="list-style-type: none"> SAUVIGNON BLANC CHARDONNAY PINOT GRIS MERLOT SYRAH PINOT NOIR CABERNET BLENDS
WAIRARAPA	NELSON	MARLBOROUGH	CANTERBURY/WAIPARA	CENTRAL OTAGO
<ul style="list-style-type: none"> SAUVIGNON BLANC PINOT GRIS CHARDONNAY PINOT NOIR 	<ul style="list-style-type: none"> SAUVIGNON BLANC PINOT GRIS CHARDONNAY PINOT NOIR 	<ul style="list-style-type: none"> SAUVIGNON BLANC PINOT GRIS CHARDONNAY PINOT NOIR 	<ul style="list-style-type: none"> SAUVIGNON BLANC PINOT GRIS RIESLING CHARDONNAY PINOT NOIR 	<ul style="list-style-type: none"> SPARKLING PINOT GRIS RIESLING CHARDONNAY PINOT NOIR

WINE PRODUCTION & LABEL TIPS

TOP PRODUCING VARIETIES



RED VARIETIES



WHITE VARIETIES



New Zealand wine growing areas are separated based on geography. These boundary lines are legally protected and referred to as Geographical Indicators (GI). So, you cannot use the Nelson GI unless the grapes are actually grown in Nelson. These GIs can be located within one another - for example, the Hawke's Bay GI is within the larger North Island GI. There aren't any restrictions on how the grapes are grown or turned into wine.

85% of grapes must come from the region printed on the label.

85% of grapes varieties used to make the wine must be what's printed on the label.

85% of grapes must have been harvested during the vintage listed on the label.

SPARKLING

WHERE TO FIND THEM:

Marlborough, Central Otago, Hawke's Bay, Gisborne

Made using Méthode Traditionnelle or the Champagne method, the bubbles are created via a second fermentation inside the bottle versus inside of a tank. These wines come in a range of sweetness levels and in both non-vintage and vintage styles. When Pinot Noir is added to the blend, it contributes red fruit aromas such as raspberry and cherry blossoms.



BODY



SWEET



TANNIN



ACIDITY



ALC



CHARDONNAY AND PINOT NOIR

LOOK FOR



Apple



Candied Citrus



White Flowers



Toasted Almond



Biscuit

FRESH UNOAKED WHITES

WHERE TO FIND THEM:

Everywhere!



BODY



SWEET



TANNIN



ACIDITY



ALC



SAUVIGNON BLANC

Major Regions: Marlborough, Hawke's Bay

LOOK FOR



Grapefruit



Melon



Peach



Passionfruit



Mango



Gooseberry



Cut Grass



Capsicum

RIESLING

Major Regions: Marlborough, Nelson, Central Otago, Waipara



LOOK FOR

- Apple
- Citrus Zest
- White Peach
- Honeysuckle
- River Stone

RICH OAKY WHITES

WHERE TO FIND THEM:
Everywhere!



CHARDONNAY

Major Regions: Hawke's Bay, Marlborough, Gisborne



LOOK FOR

- Peach
- Apple
- Citrus
- Pineapple
- Green Mango
- Spice

SOFT FRUITY REDS

WHERE TO FIND THEM:

Central Otago, Marlborough, Wairarapa



PINOT NOIR

LOOK FOR



Cherry



Pomegranate



Strawberry



Fresh Herbs



Black Raspberry



Warm Spice

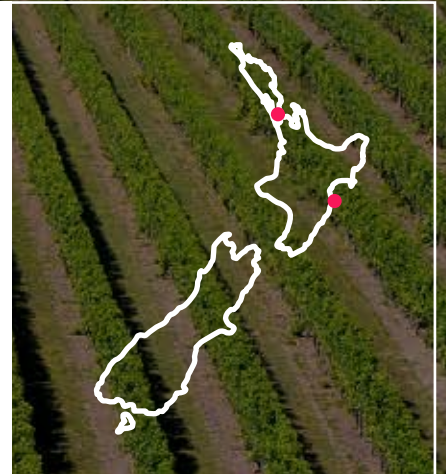


Plum

SPICY REDS

WHERE TO FIND THEM:

Hawke's Bay, Auckland



SYRAH

LOOK FOR



Plum



Black Pepper



Black Raspberry



Violets



Blueberry

POWERFUL REDS

WHERE TO FIND THEM:
Hawke's Bay, Auckland



CABERNET SAUVIGNON BLENDS



LOOK FOR

- | | | | |
|-------------------------------------------------------------------------------------|---------------|---------------------------------------------------------------------------------------|--------------|
|  | Blackberry |  | Cigar |
|  | Black Currant |  | Vanilla |
|  | Plum |  | Baking Spice |
|  | Mint |  | Toast |

MERLOT BLENDS



LOOK FOR

- | | | | |
|-------------------------------------------------------------------------------------|--------------|---------------------------------------------------------------------------------------|--------------|
|  | Plum |  | Leather |
|  | Black Cherry |  | Baking Spice |
|  | Mocha | | |