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Seresin Estate's new release OSIP wines celebrate transparency, creativity and change

Cindy Sherman has spent nearly 40 years changing the way people think about photography, art, gender and identity, with character portraits that expose contemporary society.

Seresin Estate wines will be poured when the New York artist's international exhibition opens at the City Gallery Wellington this month (www.citygallery.org.nz), in what Seresin Estate General Manager Michelle Connor calls a perfect fit.

"City Gallery Wellington has a strong history of presenting exhibitions that unsettle expectations. For over the past 20 vintages at Seresin we have learned a lot about challenging convention, with organic and biodynamic vineyards, thoughtful winemaking and a globally conscious ethos, resulting in wines of integrity, with nothing to hide," she says.

"We support the arts to inspire our own creativity, pioneering spirit and ability to stand out from the flock."

The new release OSIP wines are an example of that philosophy, with no added sulphites and an ingredient label carrying a single item - "Certified Organic and Biodynamically Grown Grapes".

OSIP is named after an extraordinary family relative of the estate's founder and is the culmination of a 10-year project to remove additions in the winery, says winemaker Clive Dougall. "I have long wanted to make more natural wines, with wild yeasts, lower levels of sulphur and fewer additives. I believe that naturally takes us to a place where we sit between the old and new wine worlds."

The OSIP Sauvignon Blanc 2016 is made from certified organic fruit and fermented with wild yeast, with no added sulphites. It is bright, fresh and appealing, with vibrant passionfruit and lime flower notes, as well as hints of cut grass and chalky minerals. The OSIP Pinot Noir 2015 has bright red berry fruit with hints of savoury earth notes, framed by subtle tannins.

Seresin will pour its OSIP Sauvignon Blanc 2015 and Pinot Noir 2014 at the inaugural Budburst festival (www.budburst.nz) in Wellington this weekend, an event designed for natural wine and food lovers seeking authenticity, sustainability and quality in the products they create or consume.

Clive will co-present a talk on natural, organic and biodynamic wines at Budburst, where he'll be joined by Seresin assistant winemaker Jordan Hogg, who is New Zealand Young Winemaker of the Year.

The OSIP wines carry a label of ingredients on their bottle, giving consumers quality, absolute transparency and confidence, says Michelle. From the 2016 vintage onwards, all Seresin's new wines will do the same, listing any clarification agents, acid and preservatives. "For us the labels are about honesty and traditional values," says Michelle. "It's about knowing where your food comes from."

OSIP is available online at www.seresin.co.nz and through Mineral.

~ENDS~





Notes for editors

Seresin has supported the City Gallery since 2009, as part of the company's rich relationship with the arts, which also includes our sponsorship of the New Zealand Dance Company, New Zealand Cinematographers Society and the Wellington Sculpture Trust, among others.

City Gallery Wellington will open the Cindy Sherman exhibition on Saturday November 19. Consistently featured on world-wide influential artist lists, the New York-based artist is renowned for her character portraits. This is the biggest exhibition of Sherman's work ever to be seen in New Zealand, and will take over the whole of City Gallery.

Seresin OSIP Sauvignon Blanc 2016, RRP \$24 and Seresin OSIP Pinot Noir 2015, RRP \$28.50 are distributed by Mineral in New Zealand. www.mineral.co.nz. For further information please contact Sarah Linklater, Marketing Manager +64 21 704 733 sarahl@seresin.co.nz www.seresin.co.nz

