



Media Release – for immediate release
2 December 2013

Remarkable quality of GIMBLETT GRAVELS® wines reaffirmed in Hong Kong *Master class reveals excellence*

Leading media, trade and educators from Hong Kong came together at Dot Cod, Hong Kong, late last week for an exclusive opportunity to taste the 2011 Gimblett Gravels Annual Vintage Selection. Independently selected by Andrew Caillard MW, the 12 red wines chosen serve as a unique snapshot of the 2011 vintage.

Led by Gimblett Gravels Winegrowers Association Chairman, Tony Bish, the master class was an opportunity for the audience to experience the evolution of Gimblett Gravels® wines as they continue their journey of improvement and excellence with ever increasing vine age.

Thomas Chung, wine writer, commented, *“I tried...amazing Syrah. After too many powerful, jammy New World Shiraz from down under, [Gimblett Gravels] Syrah is a fresh spring for me.”*

Wine commentator Simone Madden-Grey noted that the wines were *“elegant and sophisticated.”*

Ivy Ng, Wine and Spirit Education Trust, neatly summarised the overall sentiment, saying *“It was...exciting to taste so many promising Syrahs from this region. The Cabernet blends were also very good and covered a good range of styles.”*

Chairman of the Gimblett Gravels Winegrowers Association Tony Bish was justifiably proud, saying *“The attendees were clearly very impressed with the quality of the 2011 wines presented. Most were very aware of the Gimblett Gravels Winegrowing District® of Hawke’s Bay and the International reputation for excellence that had been built over the last decade. Many commented on the ripeness of fruit, maturity of tannins and balanced elegance of the wines.”*

The Hong Kong and China market have a strong affinity with Merlot & Cabernet blends, and events such as this AVS tasting are an excellent way to update, educate and build awareness of the unique attributes this Hawke’s Bay sub-region possesses. From here our wine growers can build sustainable sales and market penetration.”

The 2011 Annual Vintage Selection featured wines were as follows:-

Blended reds (Merlot or Cabernet Sauvignon dominant):

Babich The Patriarch
Craggy Range Te Kahu
Esk Valley Winemakers Reserve Merlot Malbec Cabernet
Mills Reef Elspeth Cabernet Merlot
Newton Forrest Stony Corner
Sacred Hill Brokenstone
Sacred Hill Helmsman
Trinity Hill The Gimblett

Syrah:

Squawking Magpie Stoned Crow
Vidal Legacy Series
Villa Maria Reserve
William Murdoch

Editor's Note

The 2011 Gimblett Gravels Annual Vintage Selection is the fourth year of the initiative. It serves as a unique snapshot of a particular vintage and helps to chart the evolution of GIMBLETT GRAVELS® red wines on a vintage by vintage basis.

The Gimblett Gravels Wine Growing District® is home to around 30 vineyards, is just 800 hectares (less than 2000 acres) and stretches along New Zealand's State Highway 50 west of the city of Hastings in Hawke's Bay.

Once dismissed as useless land by sheep farmers, in the 1980s a small group of pioneering wine entrepreneurs recognised the potential of the free-draining gravel soils and warm climate locale for top quality wines.

In just over quarter of a century this tiny district has developed as a world-beater, renowned for its Bordeaux varietals such as Merlot and Cabernet Sauvignon as well as the sky-rocketing popularity of its intense Syrah wines.

ENDS

For further information or comment, contact:

Tony Bish

Chairman

Gimblett Gravels Winegrowers Association

E: tony.bish@sacredhill.com

P: +64 (0) 21 584 515

www.gimblettgravels.com