



“Fragrant violet,
fresh blackberry,
and plum with
soft alluring
spice.”

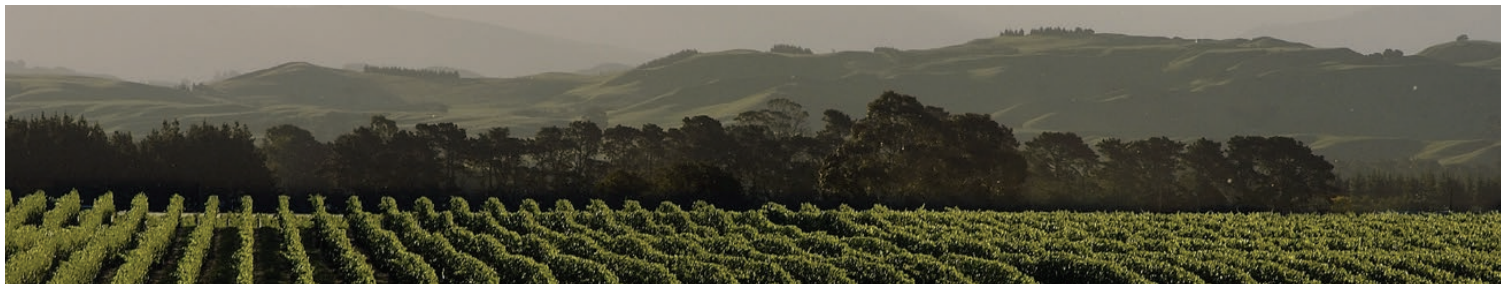
Michael Ivceovich, Chief Winemaker

The philosophy of Oyster Bay is to produce fine, distinctly regional wines that are elegant and assertive with glorious fruit flavors. The Hawke's Bay wine region is arguably the most exciting find in recent times for the cultivation of Merlot in New Zealand. Ancient alluvial river terraces provide for a superb mix of soils over gravelly, free-draining subsoils, with an abundance of pure river water for irrigation. With a temperate maritime

climate, the vines are warmed by strong clear sunlight during the day and cooled at night by the sea breezes of the Pacific Ocean. This is the unique environment in which Merlot produces its vibrant, fully ripened varietal flavors. Essentially Oyster Bay Merlot is about elegance and intensity of fruit. The hero is always freshness of ripe fruit, spice, and soft tannins on the palate.

Oyster Bay
NEW ZEALAND

Sometimes the world really is your oyster.



TECHNICAL SPECIFICATIONS

Oyster Bay Merlot 2013



Hawke's Bay 2013 Growing Season

The growing season started with a warm and settled spring, promoting excellent flowering and fruit set. Clear sunny days over late December and January contributed to good ripening and flavor development. By the end of January Growing Degree Day accumulation for the season was above the long term average, contrasted with lower than average rainfall. Controlled irrigation combined with tailored canopy management practices throughout our vineyards ensured our Hawke's Bay vineyards were well-placed as they entered the harvest period. The dry conditions continued right up to harvest, which was undertaken selectively and progressively based on optimal physiological ripeness. An outstanding Hawke's Bay vintage which is regarded as one of the best on record for delivering impeccable quality fruit and varietal concentration.

Soil Type

Omahu stony gravels and Red Metal soils. Fertile alluvial deposits over gravelly subsoils with low water holding capacity.

Clonal / Rootstock Selection

Bordeaux clone 181: A recently introduced (1992) super premium clone selection, producing moderate yields of small berries and medium sized clusters, displaying intense flavor profiles and lowered acidity levels.

Oak Selection

Bordeaux style barriques were selected from renowned coopers Demptos, Sylvain, and Dargaud & Jaegle. These tight-grained barriques were air seasoned for a minimum of 2 years, imparting subtle, toasty, smoky characters, spicy complexity, and structural tannin for enhanced mouth-feel and concentration.

Winemaking Techniques

The fruit was destemmed, crushed, and transferred into stainless steel fermentation tanks. The must was inoculated with pure yeast cultures to enhance varietal aromatics and fruit characters. Tailored rackings and pump overs were performed during fermentation to obtain delicate fruit tannins and maximize flavor and color extraction. Following gentle pressing, the wine underwent malolactic fermentation in tank and in French oak barriques. A large portion of the blend was then aged in French oak barriques for 6 months to provide softness and complexity to the wine.

GROWING SEASON CLIMATE DATA (October – April)

	2013 Growing Season		Long-Term Average	
MEAN MAXIMUM:	75°F	23.7°C	72°F	22.2°C
MEAN MINIMUM:	49°F	9.4°C	50°F	9.8°C
GDD:	2507°F	1375°C	2341°F	1283°C
RAINFALL:	10.2in	259mm	17.7in	449mm

VINEYARD LOCATIONS:	Gimblett Road, Heretaunga Plains, and Crownthorpe Terraces
VINE AGE:	3 – 18 years
PRUNING REGIME:	Spur and cane pruned VSP, and Smart Dyson
HARVEST DATE:	March 15 – April 11, 2013

MATURITY ANALYSIS AT HARVEST (weighted average)

BRIX:	24.3
TITRATABLE ACIDITY:	5.3g/L
pH:	3.5

WINE ANALYSIS

ALCOHOL:	13.5% v/v
RESIDUAL SUGAR:	2g/L
TITRATABLE ACIDITY:	6g/L
pH:	3.5

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