



“Scented red
summer berries
with plum
richness and
elegant, gently
lingering spice.”

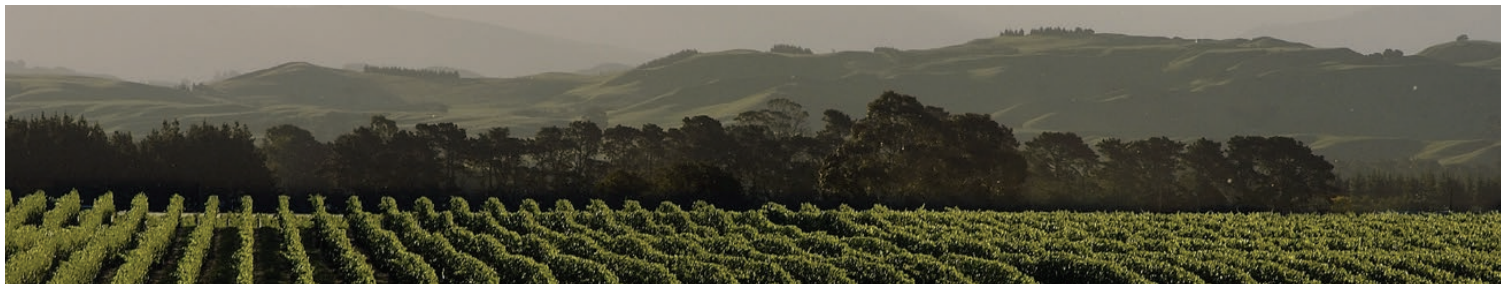
Michael Ivicevich, Chief Winemaker

The philosophy of Oyster Bay is to produce fine, distinctly regional wines that are elegant and assertive with glorious fruit flavours. 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 flavours. 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 2014



Hawke's Bay 2014 Growing Season

The growing season was warm and dry with settled weather setting the scene for excellent flowering and fruit set. Temperatures continued to be warm through January and February creating ideal conditions for ripening and flavour development. Meticulous canopy management and controlled irrigation coupled with the warm weather allowed excellent varietal concentration to develop into the autumn, resulting in lively, intense fruit flavours and characteristic aromaticity. Following a fantastic growing season, the onset of rainfall coincided with the conclusion of harvest resulting in a perfect vintage, and fruit coming into the winery in top quality condition with pure varietal intensity.

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 flavour 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 maximise flavour and colour 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 11 months to provide softness and complexity to the wine.

GROWING SEASON CLIMATE DATA (October – April)

	2014 Growing Season		Long-Term Average	
MEAN MAXIMUM:	23.2°C	74°F	22.2°C	72°F
MEAN MINIMUM:	10.2°C	50.4°F	9.8°C	50°F
GDD:	1418°C	2584°F	1282°C	2340°F
RAINFALL:	735mm	28.9in	490mm	19.3in

VINEYARD LOCATIONS:	Gimblett Road, Heretaunga Plains and Crownthorpe Terraces
VINE AGE:	4 – 16 years
PRUNING REGIME:	Spur, caned pruned VSP, Smart Dyson and Scott Henry
HARVEST DATE:	21 March – 15 April 2014

MATURITY ANALYSIS AT HARVEST (weighted average)

BRIX:	23.8
TITRATABLE ACIDITY:	5.1g/L
pH:	3.5

WINE ANALYSIS

ALCOHOL:	13.5% v/v
RESIDUAL SUGAR:	3g/L
TITRATABLE ACIDITY:	6g/L
pH:	3.6

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