

## Oyster Bay Merlot 2007

Hawke's Bay

“Ripe plum, berryfruits and hints of spice, accentuated with a nuance of oak and an elegant, lingering soft texture.”

Michael Ivcevich, 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 sub soils, 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

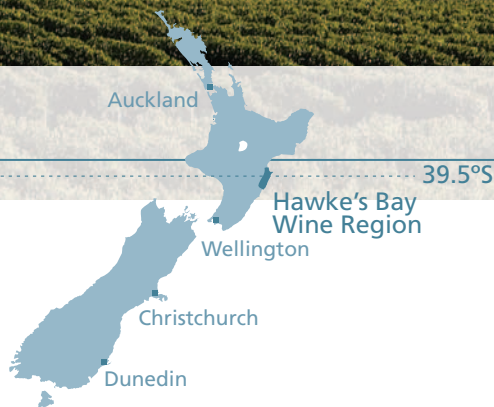
NEW ZEALAND

*Sometimes the world really is your oyster.*



## Technical Specifications

### Oyster Bay Merlot 2007



#### Hawke's Bay 2007 Growing Season

The 2007 Hawke's Bay Growing Season can be characterised as a season of contrasts, recording some of the coolest and warmest temperatures on record. The Growing season commenced with dry, warm conditions that promoted an earlier-than-average bud-burst across all vineyard blocks. A warm November led to excellent flowering and fruit-set, placing the vines in very good position for the summer months. December was one of the coolest on record and over the summer period weather conditions remained stable and dry. Irrigation was essential over this period to ensure good vine canopy health. Conditions remained warm and dry up to harvest, allowing for fruit to be progressively harvested at full physiological ripeness and in impeccably clean condition. 2007 was one of the coolest and driest Hawke's Bay Growing Seasons in recent times, providing very well balanced fruit with stunning varietal concentration.

#### Soil Type

Omahu stony gravels (Gimblett Gravels) and Red Metal soils. Fertile alluvial deposits over gravelly sub soils 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 Taransaud, Saury, Seguin Moreau and Demptos. These tight-grained barriques were air seasoned for a minimum of 3 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 fermenters to complete a 3 day pre-fermentation maceration. The must was inoculated with a cultured yeast and fermented in a combination of open and closed fermenter tanks and French oak barriques for up to 12 days. 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 6 months to provide softness and complexity to the wine. The final blend was treated with a gentle egg white fining prior to bottling.

GROWING SEASON CLIMATE DATA (October – April)				
	2007 Growing Season		Long Term Average	
MEAN MAXIMUM:	20.9 °C	69.6 °F	21.1 °C	70 °F
MEAN MINIMUM:	9.4 °C	48.9 °F	10.3 °C	50.5 °F
GDD:	1222 °C	2199 °F	1306 °C	2351 °F
RAINFALL:	275mm	10.8 in	344mm	13.5 in

VINEYARD LOCATIONS:	Gimblett Gravels, Heretaunga Plains, and Crownthorpe		
VINE AGE:	3 – 11 years		
PRUNING REGIME:	Spur and cane pruned VSP and Smart Dyson		
HARVEST DATE:	26 <sup>th</sup> March – 26 <sup>th</sup> April		
YIELD PER VINE: (weighted average)	3.5 kg	7.7 pounds	
YIELD PER ACRE: (weighted average)	3.2 tons		
YIELD PER HA: (weighted average)	8 tonnes		

MATURITY ANALYSIS AT HARVEST (weighted average)	
BRIX:	23.5
TITRATABLE ACIDITY:	5.5g/L
pH:	3.5

WINE ANALYSIS	
ALCOHOL:	13.5% v/v
RESIDUAL SUGAR:	1.9g/L
TITRATABLE ACIDITY:	5g/L
pH:	3.2

# Oyster Bay

NEW ZEALAND

*Sometimes the world really is your oyster.*