

Fragrant summer blossom and red berryfruits, with wonderfully refreshing citrus notes and an elegant texture.

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

Oyster Bay Rosé is made from premium Pinot Noir and Chardonnay clones, carefully selected and blended to express fruit vibrancy and delicate red berry profiles.

At harvest, we look for fragrance, elegance, and refreshing natural zest profiles in the fruit, altogether bringing dimension and softness.

Our winemaking accentuates the aromatics in the fruit, creating a style that is pale rose in color but vivid in its flavors of strawberry and red berry fruits, with aromas of summer florals.





New Zealand is blessed with two natural attributes that enable it to produce Super Premium wines unlike anywhere else: a maritime cool climate and alluvial soils.

New Zealand's position in the Pacific Ocean provides a unique, temperate maritime climate. The benefit of a cool climate with long sunshine hours is an extended growing season with a long, slow period of ripening. This allows the well ripened grapes to develop strong, intense varietal characteristics whilst maintaining a balanced, crisp, natural acidity. Over thousands of years the continual process of mountain building and erosion by glaciers, floods, and wind, has deposited alluvial soils on the riverbeds and terraces throughout much of New Zealand. These are the soils in which the vines of New Zealand's renowned wine regions grow unique, quality grapes.

Marlborough Growing Region

The Marlborough region located at the top of New Zealand's South Island provides a dry, sunny, but temperate climate, which allows the grapes a long, slow period of ripening spanning from January to April. The clear, cold nights keep acid levels high in the grapes, even when their sugars are rising. These day/night temperature variations are a crucial climatic influence that retains the grapes' crisp, fresh, vibrant fruit characters.

Marlborough Soil Type

Brancott and Renwick soils – Pinot Noir is particularly site-specific and responds best to these uniform, moderately fertile, silt overlaying clay loams, with moderate water-holding capacity.

Clonal / Rootstock Selection

A range of clones and rootstocks that best suit each vineyard block are selected to deliver concentrated fruit flavors.

Winemaking Techniques

Pinot Noir and Chardonnay components were vinified separately, using the same approach to deliver fruit aromatics and vibrancy. The grapes were destemmed and gently crushed. The juice was clarified and racked in to stainless steel fermentation tanks. It was then inoculated with a selection of yeasts, chosen specifically to heighten the aromatic potential of the wine. A slow, temperature controlled fermentation at 55–61°F (13–16°C) was undertaken for approximately 14–16 days. The wine was given a short period of yeast lees contact without stirring, imparting a delicate texture. No malolactic fermentation was undertaken. The wine was racked for final blending and bottled young to retain the refreshing, lively fruit characters.

Sustainable Winegrowing

As a founding member of Sustainable Winegrowing New Zealand, we are conscious of our environment and we work hard to identify sensitive areas such as wetlands, streams, and native vegetation to ensure that our vineyard practices do not affect the plants and animals that inhabit these areas. We minimize our water usage through our state-of-the-art soil moisture probe technology. We look after our soils by having interrow ground cover plantings, and by spreading our mulch underneath our vines, to provide a botanically diverse ground which encourages beneficial insects into our vineyards.

2025 Marlborough Vintage:

A long, dry Marlborough harvest delivered excellent conditions for ripening. Warm weather early on accelerated growth before cooling in March. Generous yields and exceptional quality made for a standout Marlborough vintage.

TECHNICAL SPECIFICATIONS

Oyster Bay Rosé 2025



VINEYARD LOCATIONS:	Wairau Valley, Marlborough
VINE AGE:	8 – 27 years
HARVEST DATE:	March 4 – April 7 2025

MATURITY ANALYSIS AT HARVEST (weighted average)

BRIX:	22.3
TITRATABLE ACIDITY:	8.5g/L
pH:	3.32

WINE ANALYSIS

ALCOHOL:	12.0% v/v
RESIDUAL SUGAR:	4g/L
TITRATABLE ACIDITY:	6g/L
pH:	3.4

Oyster Bay
NEW ZEALAND

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oysterbaywines.com