

“Rich plum and spice, with layers of sweet black berries and a wonderfully soft texture.”

MICHAEL IVICEVICH, CHIEF WINEMAKER

The philosophy of Oyster Bay is to produce fine, distinctively 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 or 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 Hawke's Bay Merlot is about elegance and intensity of fruit. The hero is always freshness of ripe fruit, spice and soft tannins on the palate.





TECHNICAL SPECIFICATIONS

Oyster Bay Merlot 2016

Hawke's Bay Growing Season 2016

A cool start to the season resulted in a later than average budburst and flowering. A good level of winter and spring rainfall delivered good soil moisture levels to support vine health early in the season. From mid-January, Hawke's Bay experienced a prolonged period of warm settled days, some recording upward of 25 degrees, bringing growing degree days in line with the long-term average. These stunning, settled weather conditions contributed to excellent flavour development of the fruit. Low levels of rainfall over February and March allowed for the fruit to be harvested in immaculate condition, with incredible varietal character and physiological ripeness.

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 Dempptos, Sylvain, Dargaud & Jaegle and Seguin Moreau. These tight-grained barriques were air-seasoned for a minimum of two 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.

Sustainable Winegrowing

As a founding member of Sustainable Winegrowing New Zealand, we have always recognised nature as the true producer of our wines. 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 minimise our water usage through our state-of-the-art computer models and soil moisture probe technology. We look after our soils by having inter-row round cover plantings (rather than bare earth), and by throwing our clippings underneath our vines, to provide a botanically diverse ground which encourages beneficial insects into our vineyards.



GROWING SEASON CLIMATE DATA (October – April)

	2016 Growing Season		Long-Term Average	
MEAN MAXIMUM:	23.8°C	75°F	22.4°C	72°F
MEAN MINIMUM:	9.8°C	50°F	9.8°C	50°F
GDD:	1458°C	2656.4°F	1308°C	2386.4°F
RAINFALL:	349mm	13.8in	485mm	19.1in

VINEYARD LOCATIONS:	Gimblett Road, Heretaunga Plains and Crownthorpe Terraces
VINE AGE:	3 – 18 years
HARVEST DATE:	1 April – 13 April 2016

MATURITY ANALYSIS AT HARVEST (weighted average)

BRIX:	22.4
TITRATABLE ACIDITY:	5.1g/L
pH:	3.53

WINE ANALYSIS

ALCOHOL:	13.5% v/v
RESIDUAL SUGAR:	1g/L
TITRATABLE ACIDITY:	5g/L
pH:	3.7

Oyster Bay
NEW ZEALAND

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