



LAWSON'S DRY HILLS

MARLBOROUGH

NEWSLETTER

AUGUST 2016

Review of the 2016 Harvest

This season looked very promising from the outset and didn't disappoint. That's not to say there weren't challenges... such as very little rainfall and potentially larger than usual crops. The dry, sunny weather during December meant flowering was very good – the first indicator that crop size could be greater than anticipated. The weather continued to be dry and warm and with barely enough soil moisture to keep the vines healthy, much of our Viticulturist's (Mark Ludemann) focus was on reducing crop levels across all the varieties to ensure the grapes had concentrated flavours and were going to reach optimum ripeness. Luckily we received occasional rain events that provided just enough water to see us through with the vine canopies remaining healthy right to the end.

This extended period of great weather allowed us to pick each of the varieties in perfect condition just as they ripened. As well as ripeness and the balance between the sugar and acids, it's really important to pick on flavour. Our biggest variety, Sauvignon Blanc, came in with a diverse range of flavours from our various vineyards in the Wairau, Waihopai and Awatere Valleys. From green and grassy through to ripe, tropical passionfruit and melon characters, we have a wonderful range from which to blend our final wines.

The Pinot Gris is looking delightful with lovely acid/alco-

hol/ sugar balance while the Riesling was picked with a small amount of botrytis which has provided a highly desirable richness and stone-fruit character, while still providing an ostensibly dry wine. Elegance, bright fruit and fine tannins are the early features of our Pinot Noir.

In conclusion, we are very excited. As the juice completes its transformation into wine during the fermentation process, we are seeing wonderful authentic representations of both the individual grape varieties and where they are grown – exactly what we hope for!





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The Musket Room, New York

It was also a great achievement to get on to the wine list at this renowned New York restaurant with our Sauvignon Blanc. Inspired by an era in New Zealand when adventure and discovery blossomed, The Musket Room, which opened in 2013, brings the spirit of New Zealand to the diverse Nolita neighborhood of Manhattan.

Chef and Co-Owner Matt Lambert, a New Zealand native who honed his skills working in some of New York's top kitchens, draws upon his upbringing and home country's cooking at the Michelin star-rated restaurant.

The menu charts the evolution of New Zealand cuisine, from the country's Old World traditions and Asian influences to its dedication to local and seasonal offerings, with ingredients sourced from the restaurant's back garden. Only four months after opening, Chef Lambert, together with his partners, wife & General Manager Barbara Lambert and restaurateur Jennifer Vitagliano, celebrated receiving a highly coveted Michelin star, an achievement that continues to inspire The Musket Room team to provide diners with a unique experience. The restaurant was awarded

a Michelin star for the third consecutive year in October 2015.

Dishes at The Musket Room are thoughtful and composed, reflecting Matt's New American experience and classical French training. A meal begins with inventive starters such as Foie gras torchon with date, granny smith, and hazelnut or Quail with blackberries, bread sauce and roasted onions. Main courses are creative and beautifully plated; from the mouth-watering Cod with Brussels, pomegranate, yuzu and grains to the deeply satisfying New Zealand Red Deer with Flavors of Gin, enriched with aromas of fennel, juniper, lychee and licorice. Desserts such as a the Pavlova, a modern take on an New Zealand classic, heightened with strawberries and cream, and the Carrot Cake with brown-butter conclude the meal.



The Musket Room in New York, run by three times Michelin Star winner Chef Matt Lambert



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Pinot Noir 2017

Pinot Noir NZ has fast become one of the best Pinot Noir events on the planet. This celebration brings together the very wines, people and places that benchmark New Zealand pinot noir.

Immerse yourself in New Zealand's Pinot scene over three action-packed days in spectacular tasting venues along the Wellington City waterfront, where some of the world's greatest authorities on Pinot Noir will be presenting their take on New Zealand Pinot Noir – now



and in the future.

Kiwi Pinot Noir producers have a reputation for revelry and risk-taking, which is why we only allow them out once every four years, to share their stories, to pour their wines and to show fans of Pinot Noir a rocking great time. We'll be there with both Lawson's Dry Hills and Blind River, so clear your calendar, book your tickets and join us: 31st January – 2nd February 2017. Details at <http://www.pinotnz.co.nz/>

Special Winter Offers – valid until the end of August including free delivery!

Pinot Noir Winter Threesome

Purchase our Pinot Noirs at these special prices:

- 6 x Pinot Noir 2014
\$120 (normally \$138)
- 6 x Reserve Pinot Noir 2014
\$150 (normally \$168)
- 6 x The Pioneer Pinot Noir 2013
\$190 (normally \$216)

Mixed Six

Enjoy this mixed six-pack of our best sellers:

- 2 x Sauvignon Blanc 2015
- 2 x Riesling 2014
- 2 x Pinot Noir 2014

Special Newsletter Offer Price - \$99

Normally \$118

Alternatively, purchase any of the wines on the included order form and receive 15% discount and free delivery. Six bottle minimum order.

Blind River Estate merges with Lawson's Dry Hills



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BLIND RIVER
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Lawson's Dry Hills purchased Blind River Estate – the vineyard and the brand - back in 2012 but it has remained a separate entity. From August 1 the two companies will merge under Lawson's Dry Hills Wines Ltd, making lots of administrative sense!

The Lawson's team have been making the Blind River wines since 2008, so when the opportunity came to purchase the company, it made total sense.

Today, Blind River enjoys a premium position in New Zealand, Australia and the UK.

This has just been further endorsed by an unprecedented six trophies at the 2016 International Wine Challenge in London. Exclusive UK stockists, Majestic Wine are very happy indeed!



L to R: Peter McCombie MW, Oz Clarke, Belinda Jackson, Tim Atkin MW and Sam Harrop MW.

Where can you find Lawson's Dry Hills?

Around the World

You can find Lawson's Dry Hills in many countries! Australia, Austria, Canada, Denmark, Germany, Hong Kong, Ireland, Japan, Korea, Malaysia, The Netherlands, Poland, Rarotonga, United Kingdom, USA, Singapore, Spain, Switzerland and Vietnam. Remember to visit our Facebook page: www.facebook.com/lawsonsdryhills if you'd like to see what we are up to!

At 30,000 feet

Fancy doing a bit of shopping at 30,000 feet? You can now order Lawson's Dry Hills from your seat on Air New Zealand international flights, for delivery straight to your home. How's that for in-flight service!



Our Cellar Door

You can purchase our wines at our Cellar Door of course. And in line with our smart new branding, it's time for our Cellar Door to have a bit of a makeover. If you're passing, pop in and take a look – renovations will be complete by early September (fingers crossed!) Watch out for photos of it in our Spring newsletter.

Lawson's owners in the good ol' U.S. of A

Proprietors of Lawson's Dry Hills, Tim and Pauline Evill, recently hit the road in the USA to gauge reaction to our wines and learn about future opportunities. This is an extract from Tim's report:

'The aromatic wines were particularly enjoyed and appreciated and were a big surprise to many who tasted them as they were not even aware that New Zealand makes such wines.

Every person – retailers, sommeliers, restaurant wine buyers, reps, customers – who tasted the wines with us loved them: not just liked them, loved them. And that was

across all of our wine styles. They were blown away (in their words) by the elegance, the complexity, quality, distinctiveness and the deliciousness of each of our wines, referring to them as 'seamless'.

Comment of the trip (if not the year) has to go to the French Manager of Willie Jane restaurant in LA who declared, "il est comme jésus glisser vers le bas de votre



gorge en caleçon de velours" (It is like Jesus sliding down your throat in velvet underwear)!'

Harvest Long Lunch



Photos from end of harvest long lunch. The team let off some steam with paintballing (in fancy dress!) followed by a long lunch in the winery courtyard. Some pretty special wines were opened and enjoyed too.

Left Photo: Standing (L - R) is Luke, Sion and Mark. Sitting (L - R) is Marcus, Nigel, Semril, Marianna, Norvan, Jake, Josh, Ben, Rylee, Josh, Paddy and Allan.



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Mail Order Form *Note minimum mail order is 6 bottles. Prices are for individual bottles and inclusive of GST. Complete this order form and post, fax or scan and email it to us OR order online at www.lawsonsdryhills.co.nz/cart

Special Winter Offers

Buy one of our mixed half dozen packs, the Mixed Six Pack (normally \$118 - now **\$99**) or the Pinot Noir Six Packs (see below) before August 31st (incl. delivery throughout NZ) for special prices.

Varietals	Normal Price	Our Offer	Quantity	Total
* 2015 Sauvignon Blanc	\$18.00	\$15.30		
* 2014 Riesling	\$18.00	\$15.30		
2015 Gewürztraminer	\$23.00	\$19.55		
2015 Pinot Gris	\$23.00	\$19.55		
* 2014 Pinot Noir	\$23.00	\$19.55		

The Pioneer and Reserve Ranges

2015 Reserve Sauvignon Blanc	\$23.00	\$19.55
2014 Reserve Pinot Noir	\$28.00	\$23.80
2012 The Pioneer Pinot Gris	\$27.00	\$22.95
2014 The Pioneer Gewürztraminer	\$27.00	\$22.95
2013 The Pioneer Pinot Noir	\$36.00	\$30.60

Special Offer Six Packs

Pinot Noir 2014	\$138.00	\$120.00
Reserve Pinot Noir 2014	\$150.00	\$168.00
The Pioneer Pinot Noir 2013	\$216.00	\$190.00
Mixed Six: 2 X each of these above *	\$99.00	\$118.00

Licence no: 052/OFF/LIQ0780.02 Expires on 03/07/2016. Please note, you must be 18 years or older to order wine. "Sale of Liquor Act 2012".

Please find enclosed my cheque/credit card order for:

Total \$ _____

Card No: _____

Expiry Date: _____ / _____

Signature: _____

Date of Birth: _____ / _____ / _____

Name: _____

Phone: _____

Delivery Address: _____

Email: _____

Please tick box if you would like to be on our email list.

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