

Autumn Newsletter 2010

As the Poet said " *Season of mists and mellow fruitfulness*" – well the mists haven't eventuated but the mellow fruitfulness certainly has!
Marcus has added a full description of the 2010 Harvest and as you can imagine there will be some wonderful wines produced from this vintage.
Over the last few months Tanya and I have been busy visiting some of our markets around the world....even in these days of instant communication, it is still extremely important to personally meet with the people involved with our wine distribution.

Out in the Market....

NZ in a Glass Australia

February was a bit of a whirlwind Australian tour for me, with 'NZ in a Glass' trade shows held in Melbourne, Sydney and Brisbane.

Each state sold out for consumer tastings (Sydney in a record 4.5hrs) and all trade attendees were over 600 which was a fantastic result – the most anticipated wine shows in Australia each year!

Having fairly new distributors in each state, these are important events for us and all brought forth a lot of new leads and ideas. Not surprisingly all the trade were keen to taste Riesling and Gewurztraminer, whilst the consumers went straight for the Sauvignon Blanc (as figures show).

Additional events were also squeezed in – a French/NZ wine tasting with our Qld Distributors, interestingly I removed an older vintage Sauv Blanc, our 2007, from a retailers shelf and when showing our wines to the French winemakers they far preferred that to our 2009!

Also a fantastic (again sold out) NZ Winegrowers lunch at Rickys in Noosa, which showcased our Pinot Gris, chosen from the many submitted to this event. Great food and wines from seven NZ producers, not a bad way to spend a Saturday either!

*Cheers
Tanya Orchard
Sales & Marketing*



Grand Hyatt Melbourne, Feb 2010



Barbara pouring a pint of Guinness, Galway, Ireland!

My marketing visits took me to the UK, Ireland, New York, Washington DC and Toronto; all of which I had called on previously, apart from Toronto. Valuable contacts renewed and in the UK, 3 well attended trade shows in London, Edinburgh and Leeds . Toronto was a new distributor and a very useful lesson in the Canadian licensing regulations. My 3 weeks finished with a tasting in the Air NZ lounge in L.A, between planes! It wasn't all work as my Irish visit to a pub-based wine club in Galway ended with me pouring my own pint of Guinness and surviving St Patrick's Day in Dublin!

2010 VINTAGE REPORT

LDH Winemakers (Marcus + Bec)

As April draws to an end, so does the seemingly endless truck loads of grapes!! With the last of the fruit, a handpicked bunch selection late harvest Riesling, rolling around in the press, its time to reflect, sit back and ponder on the past few months.

The growing season started with a warmer than average September, followed by a cooler than average October/November. This meant many sleepless nights for the vineyard guys, and our growers, fighting frosts to avoid any damage to young shoots, and therefore, to our potential crops. Fortunately, we escaped unharmed, but with slower growth than we had experienced before, a slight panic occurred in the winery as to whether vintage would ever begin!

But alas, in late March, the madness began!! For the first time in many vintages, the Chardonnay beat the Rosé to the press. The Rosé is showing classic varietal descriptors, of strawberries and cream, and the chardonnay was harvested in excellent condition, with delicious citrus and stonefruit notes.

The Pinot Noir blocks were each harvested in fantastic condition, **Page Title** start to 2010. The fruit flavours are vibrant, with great depth of colour and concentration. **Page Title** exceptional. Our aromatic varietals of Riesling, Pinot Gris and Gewürztraminer **Page Title** winery has been some of the best ever.

Sauvignon Blanc in general from Marlborough should be of very high quality in 2010, and ours will be no different! Our key Sauvignon Blanc vineyards were picked in perfect, pristine condition, with a wonderful spectrum of flavours. Ranging from the riper, more floral flavours of the Rapaura region, to the intensely passionfruit and tropical flavours of the Waihopai and Southern Valleys, to the red capsicum and citrus of the valley floor, insuring the Lawson's Dry Hills 2010 will be a stunner!

As the ferments slowly tick away and the Pinot Noir is going to barrel, the winery is a hive of industry, with the last of the cleaning up, the leaves are slowly turning yellow and red, Winter approaches. With blending, then bottling, in the not too distant future, we will soon have some of our 2010 wines ready for your palates!



Sauvignon Blanc into receival bin



Pinot Noir Processing



Jo Southgate—our resident photographer!

LDH has recently been filmed by two different film companies; one for a Japanese 'Magazine' program which has featured Tomi and her penchant for eating ripe grapes! The other was in combination with the rest of the Family of XII for screening on Air New Zealand. A departure from a normal working day.....BUT lots of fun!



Lawson's Dry Hills
2007 Riesling
TROPHY/GOLD
Champion Riesling
Royal Easter Show 2010

*

TO END OUR FIRST 'NEW LOOK' NEWSLETTER, I'D LIKE TO FINISH WITH THE ANNOUNCEMENT OF A PHOTO COMPETITION.

PHOTO COMPETITION.

I'M SURE THAT YOU ARE ALL FAMILIAR WITH THE THEME..... TAKE A PHOTO FEATURING A BOTTLE OF LDH WITHIN AN INTERESTING SURROUNDING OR BACKGROUND AND SEND IT TO US VIA EMAIL OR POST

(DETAILS BELOW).

CLOSING DATE OCT 31ST.

THE WINNER WILL HAVE A CASE OF WINE OF THEIR CHOICE. FOR CHRISTMAS!

Barbara