



Vintage 2011 Newsletter

*A quick quote from Marcus Wright, Head Winemaker, in the midst of vintage:
"It looks amazing, but predictions are hard to make, especially about the future!"*

Yes, it's Harvest time again.

This is our 20th vintage, making Lawson's Dry Hills one of the more established wineries, which by 'Old World' standards seems ridiculous, but as the industry is such a youthful one in New Zealand, 20 years is a sign of maturity.

We anticipate celebrating this later in the year when some of the 2011 vintage wines are released.

2011 also marks the 10th Anniversary of the establishment of the NZ Screwcap Initiative of which Ross Lawson was the founding chairperson.

Now with now over 90% of NZ wine sealed this way it is a wonderful milestone also.

Recent Accolades

Royal Easter Show Awards 2011

TROPHY/GOLD—2010 Sauvignon Blanc—Champion Export Wine

TROPHY/GOLD—2008 Riesling—Champion Riesling

GOLD—2009 Gewurztraminer

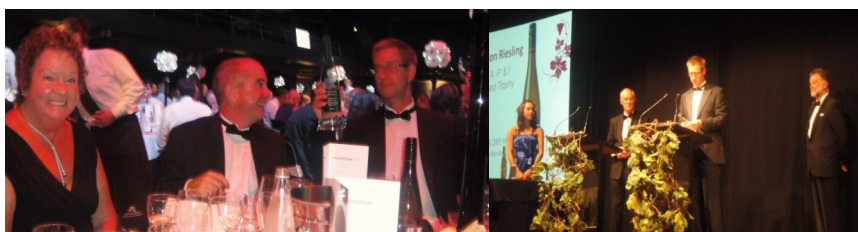
Sydney International Wine Competition 2011:

TROPHY/GOLD— LDH 2008 Riesling—
Best Aromatic Wine of Competition.

TROPHY/GOLD—LDH 2008 Riesling—
Best White Wine of Competition.



Kerry Smith our NSW Distributor collecting our Sydney Trophies.



Barbara Lawson, Sion Barnsley and Marcus Wright at awards night.



Marcus Wright collecting our Riesling Trophy in Auckland

Recent Marketing Trips Abroad:

UK/IRELAND—Barbara Lawson

"In January I ventured to the cold side of the world to attend the New Zealand Winegrowers Annual trade tastings (yes, there was a consumer period each evening) in London, Edinburgh and Dublin. All were well attended, even though the London event clashed with some French tastings: smoothed over by shuttles running between the venues. I was initially oblivious to this fact and was disconcerted to hear an announcement that 'The bus for Chablis was leaving in 10mins'!"

Matthew Jukes, a UK wine reviewer of some repute, waxed lyrical about The Pioneer Gewurztraminer 2009, stating that it was "The best Gewurztraminer he had ever tasted, outside Alsace". High praise indeed!



Ireland was it's normal hospitable self, in spite of the abysmal economic state of the country. I stayed 7 nights in various places and only paid for 3—not to mention the odd pint of Guinness.

I had the pleasure of addressing the students at the Ballymalloe Cooking School just outside of Cork. This is a regular on the UK Food Channel; some great food and hospitality people have started their careers there and the current students loved our wines.

(Monica Murphy our Ireland Distributor, Hazel and Darina of Ballymalloe Cooking School with Barbara).

AUSTRALIAN EAST COAST—Tanya Orchard, Sales & Marketing

I can't believe a year has passed since the last NZ Winegrowers trade shows in Australia—"New Zealand in a Glass".

With 85 New Zealand Wineries travelling to Melbourne, Sydney and Brisbane for these events it was great to see another fantastic turnout—a combined total of 1423 Trade attendees + 1377 consumer attendees.

It is one of Australia's (if not the top) attended and fastest sold out trade and consumer shows.

Brisbane attendees were slightly down on last year, this being attributed to the hardship from the recent floods. The Southbank area next to the convention centre showed this clearly—all the pools emptied, construction work everywhere and the river bank still strewn with washed up bits and bobs. Great to get the support we did and a great idea from NZ Wine Growers to contribute \$5 from every consumer ticket sold donated to the Brisbane Flood Relief—totalling \$1785.

Needless to say very busy, very well attended and some excellent feedback from both sources.

As always our Riesling and Gewurztraminer were sought after for tastings by the trade and as always I had to foist these varietals onto the hesitant consumer, the majority of which loved both!

Sometimes it works to ignore "I don't like Riesling'/Gewurztraminer", with most punters believing these to be overly sweet—ours being drier than most can often win them over.

Sauvignon Blanc was the most sought after at the consumer tastings though— a good thing considering our production is 70% of this varietal. And our Pinot Noir surprised many who are only familiar with the Otago Region Pinot Noirs.



Due to our recent Trophy successes we have put together a Very Special Aromatics Case for you — details in attached Flier. Enjoy!

Barbara