

“Bright cherry aromas and rich plum, with subtle spice and a soft, lingering 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 2018

Hawke's Bay Growing Season 2018

The season commenced with warmer than average temperatures and made way for excellent flowering and fruit set. By early summer, Growing Degree Days were ahead of the long-term average. This progression slowed with the onset of rain events, which supported the health of the vines. Leading up to harvest, our open canopy trellising system ensured the fruit continued to ripen in pristine condition. Harvest commenced during settled weather with the fruit showing optimum physiological ripeness. A great growing season, resulting in fruit with exceptional aromatics and varietal character.

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

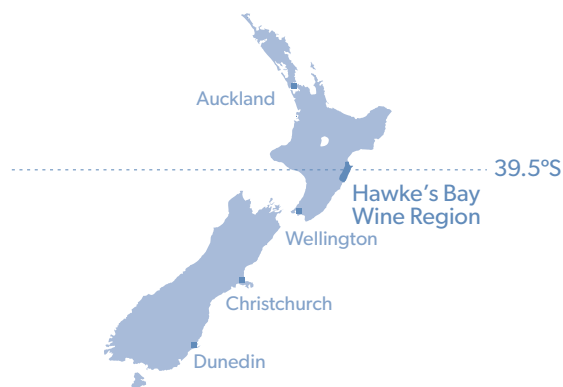
Bordeaux-style barriques were selected from renowned coopers Demptos, Sylvain, Dargaud & Jaegle and Seguin Moreau. These tight-grained barriques were air-seasoned for a minimum of two years, imparting subtle, toasty, smoky characters, spicy complexity and structural tannin for enhanced mouth-feel and 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 soil moisture probe technology. We look after our soils by having interrow ground 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.



VINEYARD LOCATIONS:	Gimblett Road, Heretaunga Plains and Crownthorpe Terraces
VINE AGE:	3 – 18 years
HARVEST DATE:	19 March – 12 April 2018

MATURITY ANALYSIS AT HARVEST (weighted average)

BRIX:	21.2
TITRATABLE ACIDITY:	5.6g/L
pH:	3.52

WINE ANALYSIS

ALCOHOL:	13.0% v/v
RESIDUAL SUGAR:	1g/L
TITRATABLE ACIDITY:	5g/L
pH:	3.6

Oyster Bay
NEW ZEALAND

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