

“Delicate plum and fruit spice, with a burst of blackberry on a velvety 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 for 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.



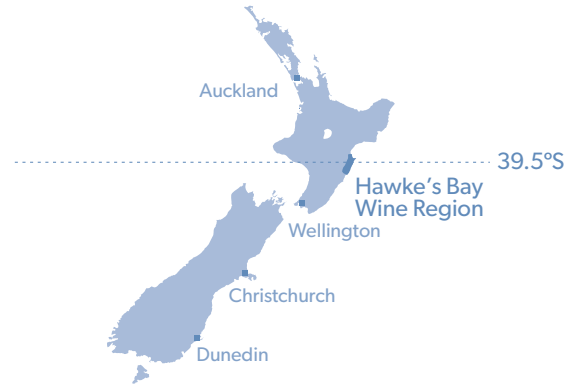
Oyster Bay
NEW ZEALAND

Sometimes the world really is your oyster.



TECHNICAL SPECIFICATIONS

Oyster Bay Merlot 2015



Hawke's Bay 2015 Growing Season

Spring brought with it a cool southerly airstream and plentiful rainfall to sustain vine growth. This period of cooler weather continued throughout December, resulting in moderate shoot growth and fruit set. By January, conditions settled and Hawke's Bay enjoyed warm and dry summer conditions in line with the long-term average. These ideal conditions which started in the veraison period were highly beneficial to fruit flavour development. Conditions throughout February were settled, enabling the fruit to reach full physiological ripeness without weather pressure. The 2015 vintage builds on Hawke's Bay's recent string of exceptional quality vintages.

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 and Dargaud & Jaegle. 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.

GROWING SEASON CLIMATE DATA (October – April)

	2015 Growing Season		Long-Term Average	
MEAN MAXIMUM:	23°C	73°F	22.4°C	72°F
MEAN MINIMUM:	9.5°C	49°F	9.8°C	50°F
GDD:	1346°C	2454.8°F	1297°C	2366°F
RAINFALL:	498mm	19.6in	495mm	19.5in

VINEYARD LOCATIONS:	Gimblett Road, Heretaunga Plains and Crownthorpe Terraces
VINE AGE:	3 – 16 years
PRUNING/TRELLISING:	Cane pruned VSP and Smart Dyson
HARVEST DATE:	14 March – 14 April 2015

MATURITY ANALYSIS AT HARVEST (weighted average)

BRIX:	24.0
TITRABLE ACIDITY:	5.9g/L
pH:	3.46

WINE ANALYSIS

ALCOHOL:	13.5% v/v
RESIDUAL SUGAR:	2g/L
TITRABLE ACIDITY:	5g/L
pH:	3.6

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