



ESTABLISHED IN 1896, TE MATA ESTATE IS NEW ZEALAND'S OLDEST WINERY  
AND REMAINS FAMILY OWNED, PRODUCING INTERNATIONALLY RECOGNISED WINES  
EXCLUSIVELY FROM ITS HAWKES BAY VINEYARDS.

# BULLNOSE '10



FIRST PLANTED IN 1990, THE BULLNOSE VINEYARD'S OLD RED IRON SOILS PRODUCE TE MATA ESTATE'S FINEST SYRAH. THIS WINE HAS DISTINCT FLORAL AND SPICE AROMAS, RICH FLAVOURS OF PLUM, RASPBERRY AND BLACKBERRY, WITH A VELVETY TEXTURE.

Michael Morris and Peter Cowley, vineyard partners and old car enthusiasts, named Te Mata Estate's Bullnose vineyard after the pre-1928 Morris Cowley car, nicknamed 'Bullnose' due to its distinctive radiator. The bull emblem that appears on the label is drawn from the Bullnose car's radiator crest.

With the original syrah plantings in the Bullnose vineyards now twenty years of age, Bullnose '10 displays the vineyard's growing maturity through its aromatic complexity and elegant, fine-grained, tannin structure.

Separate parcels of fully ripened syrah were hand-harvested from the Bullnose vineyard between 22 and 27 April 2010. These individual lots were handled in a traditional manner; destemming, a warm, plunged fermentation, extended skin maceration, pressing, and then a secondary malolactic fermentation. The separate wines were run to a mixture of new and seasoned French oak barrels for 15 months' maturation, before egg-white fining, blending and then bottling in July 2011.

Bullnose '10 has a dark crimson colour, with complex aromas of boysenberry, raspberry, red plum, red roses and allspice. The palate is full and even with great balance and purity of varietal expression. Powdery tannins provide structure and a long, elegant finish. It will continue to evolve in bottle for eight years from harvest.

#### Technical Analysis at bottling

pH	3.67
Total acidity as tartaric	5.8g/l
Alcohol	14.0%
Residual Sugar	Dry

Sustainable Winegrowing  
New Zealand accredited.  
This wine is made in a  
traditional manner and fined  
with egg white. It contains no  
added tannin.

