

# CLIFFORD BAY

## 2010 PINOT NOIR

### WELCOME TO CLIFFORD BAY – *New Zealand To The Core*

Our home is the famed Marlborough winegrowing region on New Zealand's South Island. Our name comes from nearby Clifford Bay, located at the eastern entrance of the Cook Strait and the Tasman Sea. To the north are the stunning White Cliffs and beyond that is Cloudy Bay.

### VINTAGE

The 2010 growing season was noteworthy for its extremes. Spring was cooler than normal then we settled into typical Marlborough weather patterns of dry, warm days and cool nights. November through April was slightly warmer and drier than average which allowed us to harvest for optimal flavours and freshness.

### VINEYARDS

We harvest fruit from both estate and grower vineyards located in Marlborough's two marquee regions: the Awatere and Wairau Valleys. All of our vineyards are sustainably farmed and Clifford Bay Winery is *Sustainable Winegrowing New Zealand* certified.

**AWATERE VALLEY** Awatere takes its name from the local river and is the cooler of the two regions. It features a unique, stony greywacke alluvium soil that is well draining and ideal for grapes. Wines from Awatere tend to be high toned, ethereal, vibrant and minerally.

**WAIRAU VALLEY** Located to the north of Awatere, this region derives its name from the Wairau River which flows from the mountains in the west to the ocean at Cloudy Bay. It possesses shallow, stony, fast-draining soils that encourage low yields and powerful, bracing wines.

### WINEMAKING

We are focused on preserving both varietal character and regional accuracy in all of our wines. Our winemaking regime has evolved to emphasize the inherent freshness, balance and structure of our fruit. We use a combination of traditional and modern methods to emphasize both flavour and elegance.

### TASTING

Clifford Bay Pinot Noir is always a wine of elegance and balance. The bright garnet colour opens the door for vibrant aromatics packed with black cherries, violets, red fruits and spicy French oak. It is an expressive wine with ripe, velvety texture, bright aromatics and true varietal character.

### TECHNICAL ANALYSIS

REGION	Marlborough, New Zealand		
COMPOSITION	100% Pinot Noir		
AGING	Up to 5 years		
pH	3.5	TA	5.5 g/L
ALCOHOL	13.5%	CLOSURE	Screwcap
BOTTLING DATE	March 2011		
RELEASE DATE	May 2011	SRP	\$14.99
UPC	0 82915 00308 6		