

# News, views & latest releases from Te Mata Estate

## New releases

### Magnificent '08

This newsletter sees the release of two wines from the magnificent 2008 vintage, Bullnose Syrah '08 and Woodthorpe Chardonnay '08.

Syrah is the current wine media darling and Te Mata Estate continues to lead the way with our Rhône style wines. Bullnose Syrah is the flagship of these, and the '08 carries on its tradition of floral notes and a rich, full flavoured, velvety palate.

#### GODZONE RHÔNE

6 Bullnose Syrah '08

6 Zara Viognier '08

\$350.00 SAVE \$32.20

The latest release of the Queen's wine (the '04 was served to Queen Elizabeth II for her 80th birthday), Woodthorpe Chardonnay '08 is bursting with ripe Hawkes Bay summer stonefruit. This is a wine that you can't seem to get enough of, with the '07 being our fastest selling chardonnay ever!

### Divine '09

2009 is divine, with these wines having the potential to be the best yet. Recently, Michael Cooper reviewed our Woodthorpe wines for *The Listener* magazine and gave Woodthorpe Sauvignon Blanc '09 a fantastic 4½ stars.

Now with the release of the first red and white wines of 2009, you can judge for yourself:

#### DIVINE '09

6 Woodthorpe Sauvignon Blanc '09

6 Woodthorpe Gamay Noir '09

\$180.00 SAVE \$22.80

To place your order, email [shop@temata.co.nz](mailto:shop@temata.co.nz) or visit our website [www.temata.co.nz](http://www.temata.co.nz)



### 'Bucking' the trend

Te Mata Estate has a simple philosophy. We are family-owned and independent, we control all our grape growing and wine production; thus, we are entirely responsible for the quality of our wine and so establish our own standards.

This simple approach is succeeding, with 2009 proving to be a 'vintage' year for Te Mata Estate. March saw our most rewarding release to date with Coleraine '07, which has swept the boards, gathering praise from all who have tasted it. Clearly, that message has rung a bell with you, judging from your on-going orders.

2009 has also produced an outstanding vintage – a continuation of our golden run since 2004, with 2009 possibly the best yet. Our success has been repeated overseas. Exports to our established markets are booming, and new markets opening up, with the latest, Hong Kong, taking us to 30 countries.

The good news continues with an early spring, the release of Bullnose Syrah '08 and the first wines of 2009, and a positive outlook for Christmas, summer and beyond.

For all this, we owe our thanks to you, our customers, who like what we do and who we are. If you are visiting Hawkes Bay over the spring and summer months, please call into the winery, we will be delighted to see you.

P.S. Happy Birthday Zara.

Zara celebrated her 10th birthday on the auspicious date of 09/09/09. As you know, we launched our wonderful Zara Viognier '08 in March of this year, which was named after my first grand-daughter.

## *Behind the scenes*

We know that you work hard on our behalf with your 'behind the scenes' marketing of our wines. Every time you serve Te Mata Estate to your friends you are personally endorsing us. Now, we want to reward your efforts. Any friend, colleague or relative that you introduce to us (and they place a 12 bottle case order) *YOU* will receive a voucher for an extra 10% discount on your next case order as a token of our appreciation. *THEY*, in turn, will also receive an additional 10% discount with their first case order.

So, it's a win-win for everyone!

One or two things to remember... The extra discount only applies to their first case order and they must quote your details (i.e your name and address) – otherwise we don't know where to send your discount voucher!

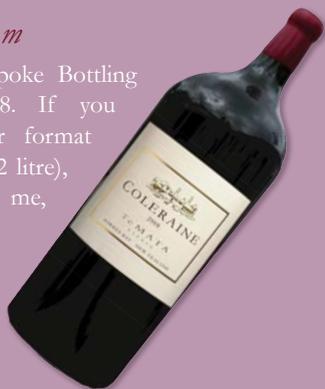
Tell your friends to make their 'behind the scenes' orders via email to [shop@temata.co.nz](mailto:shop@temata.co.nz), or by telephoning Stephanie or Ali on 0800 TEMATA.

## *New Zealand Poet Laureate*

Bluff resident Cilla McQueen has just been appointed the latest New Zealand Poet Laureate. Catch up with Cilla at a Te Mata Estate / National Library weekend in Gore starting on Friday 5 March. For further details, contact Jim Geddes at the Eastern Southland Gallery on (03) 208 9907.

## *Bespoke bottling program*

We will soon release our Bespoke Bottling programme for Coleraine '08. If you are interested in these larger format Coleraine bottles (3, 6, 9 and 12 litre), register your interest with me, [sally@temata.co.nz](mailto:sally@temata.co.nz).



## *Are you missing out?*

Every month, I email special wine offers to our customers. Let me know your email address so you don't miss out on these offers.

Until next time,

*Sally*

## *Passport, tickets, corkscrew...*

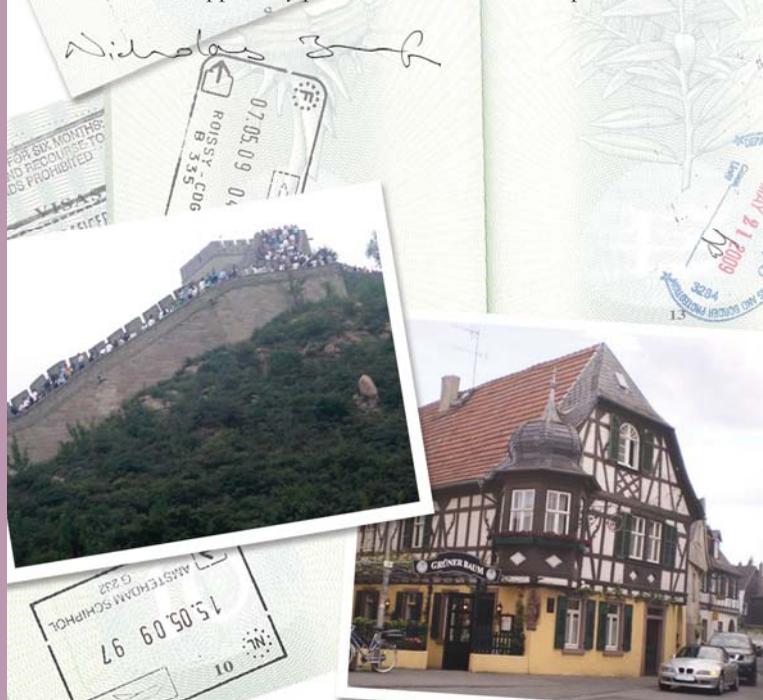
Our passports are going to need some extra pages. 2009 has seen stamps from Australia, China, Canada, UK, France, Spain, the Netherlands, Germany and the USA.

We're in 30 markets now and it takes a team effort, and technology, to fly the Te Mata Estate flag to fine wine lovers around the world. Winemaker Phil Brodie loved his time at Chateau Latour, I got inside the legendary Kloster Eberbach's new \$120 million eco-winery, Sally got Peking duck and the Great Wall in Beijing, while John was the consummate wine ambassador, fronting NZ Winegrowers red wine seminars in London and Montreal with Coleraine '07.

Two events in 2009 stood out for me.

The first was introducing Bullnose and Cape Crest to 1,000 Spanish trade customers in Barcelona in May. I poured so many tastes that I couldn't raise my arm for two days afterwards! The weather and welcome were warm, the dining a delight, the Catalan coast was spectacular, while Cape Crest on the wine list at world famous El Bulli capped off a wonderful visit.

The second was the video link launch of the Woodthorpe Gamay Noir '09 and Sauvignon Blanc '09, from my home in Havelock North, to simultaneous functions at the Hiltons in Shanghai, Beijing and Guanzhou. Seeing yourself tasting on a giant screen, while fielding questions with an audience thousands of miles away, was a glimpse to a technological future. Wow, did they like Coleraine '07, apparently perfect with double-baked spiced crab.



# showcase

## 2010



## SAVE THE DATE!

March 2010 sees our annual *Showcase* wine tasting tour around the country, featuring our new release wines, including Coleraine '08.

### HAWKES BAY

Friday 26 February  
Te Mata Estate Winery

### WELLINGTON

Wednesday 3 March  
St James Theatre

### CHRISTCHURCH

Wednesday 3 March  
The George Hotel

### AUCKLAND

Thursday 4 March  
Maritime Museum

### DUNEDIN

Thursday 4 March  
Scenic Hotel Southern Cross

To secure your place, contact Sally@temata.co.nz

## Spring 2009 Case Selections...

### GODZONE RHÔNE

*6 Bullnose Syrah '08*

*6 Zara Viognier '08*

\$350.00

SAVE

\$32.20



### DIVINE '09

*6 Woodthorpe Sauvignon Blanc '09*

*6 Woodthorpe Gamay Noir '09*

\$180.00

SAVE

\$22.80

