

# Haythornthwaite

New Zealand Wine



Haythornthwaite Wines was established 20 years ago and is a boutique winery in Martinborough. Our focus has been on producing benchmark Pinot Noir and Gewürztraminer from the Martinborough Terraces.

## Key Messages

- One of Haythornthwaite's most important sources of fruit is its estate vineyard. First planted in 1992, the site is considered among the best spots for grapes in Martinborough
- Martinborough sits at 42° South – fairly similar to the distance to Burgundy from the equator
- Martinborough has a mild climate with long, dry days and cool nights
- Free draining soils from old gravels allows the vines to be stressed in the summer and autumn yet providing for the vines to produce concentrated flavours
- Each parcel of fruit is harvested by hand
- Low-impact vinification methods ensure that each wine showcases the flavour of the variety
- Sustainable viticulture

## Winemaker

Christopher Buring

## Vineyard Manager

Glenn Smith

## Viticulturalist

Mark Haythornthwaite

## Priority Wines

Pinot Noir, Gewürztraminer, Pinot Gris

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## **Competitive Brands**

**Pinot Noir** - Margrain, Ata Rangi Bald Hills

**Gewürztraminer** – Hunters, Johanneshof Cellars, Vinoptima

**Pinot Gris** – Bald Hills, Gladstone, Ata Rangi

## **NZ Distribution Objectives**

- 5 Star luxury lodges and hotels
- Fine dining restaurant
- Independent retailers with newsletters
- By the glass focus on-premise
- Cellar door
- On-line via vineyard website
- HT3 Wine Club

## **International Distribution Objectives**

- 5 Star luxury lodges and hotels
- Fine dining restaurants
- By the glass focus on-premise
- Independent retailers with newsletters