



ELEMENTS

ROSE

GRENACHE

SAUVIGNON MERLOT

PIRAZ SYR

LOFT IN SPACE: A TALE OF 2 CITIES
INSPIRATION FOR TOUGH TIMES
ART, CRAFTS AND PASQUALE

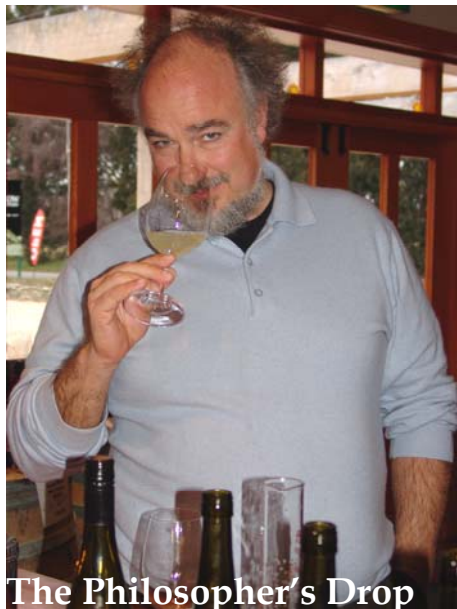
LATEST VINTAGE REPORT

2010 whites and 2009 Pinot Noir

SPRING 2010

PASQUALE VITICULTURA

ELEMENTS



The Philosopher's Drop

A vintage leap

Tastings of the 2009 Pinot Noir parcels and trial vineyard blending sessions for the 2010 white wines at the Kurow winery have resulted in a further elevation of quality almost across the board. With so much of the vintage now reaching the high standard required for inclusion in the Pasquale label, there will be greater availability of the premium wine from Spring 2010. In addition, a reserve level of the Kurow Village label has been demanded to acknowledge the concentration and spicy complexity of the wine made from selected areas of our vineyards in the Waitaki Valley.

Antonio Pasquale presided over tastings where winemaker Andy Nicole presented to the team the components of the various vineyard harvests, labels and blends. The results are noteworthy.

A new, beautifully mineral, dry Pasquale Pinot Grigio will cheer up those who fell in love with the dry Arneis, but must be devastated to be jilted of the 2010 crop (which Antonio and Andy decided to completely discard even after careful cultivation). "Quality is paramount, but nature has held perfection back from us in the Arneis this year," sighs Antonio. This variety and style has been a winner with restaurants especially, on both sides of the Tasman, due to its affinity for fine food. The new, dry Pinot Grigio from the Waitaki Campbell Park vineyards is every bit its equal.

Two further styles of Pinot Gris have been possible

Welcome to spring and our new releases – white wines from the excellent 2010 harvest, and elegant Pinot Noirs from 2009 that are more concentrated yet remain poised and sleek. After just two vintages, it is clear to me that our winemaker Andy Nicole has already imprinted his style and consistency across our growing range.

When I stand in our vineyards, in one of the most remote and raw parts of our beloved country, the air smells of dry earth and the sun burns the dust with wind. Yet the high mountains still cling to a trace of snow. Hot and cold are nature's double challenge here on the Canterbury / Otago border, and I feel our wines somehow speak of both.

I want wines that make you think, with minerality and a balance of acidity that gives comfort and alertness at the same time. It's a journey you build with respect and listening, with the strength of the alcohol and the difficult discipline of the balance of sugar and acid. I dislike wines that are too easy, too willing. Our wines are more engaging, like a life-long love affair really.

I love to look at the expressions of people trying our wines and I see their eyes opening in a moment of surprise, perhaps revelation. A lot of them talk to me about what the wines bring to mind; we always end up talking about the smells and tastes that are remote in our memories – that ARE our memories!

For your assurance, authenticity is uniquely guaranteed in our wines by the seal of New Zealand's world-leading certifier, Oritain Global. What you see on our labels is not just a marketing claim, but is backed by scientific evidence. We are committed to being 100 percent honest in stating the regionality and content of the wines we make for you.

Also enshrined are our love and gratitude for nature as she brings to us these beautiful and rare wines, hand picked and crafted with respect by our talented Kurow Winery team.

Please enjoy.

in this wonderful vintage. The first is an off-dry Pasquale Pinot Gris with apple, floral and gingernut appeal; the second is a sweet kiss of a wine, with flavours of crushed apple and juicy lime, that has been bottled as "Penny Gold". This continues the link to the time of the Otago/ Canterbury pioneers and the first adhesive postage stamps, the Penny series. Our rosé of Pinot Noir this year is made from some of the best grapes on the estate, and labelled "Penny Rose" referring to the colour of one of the runs of New Zealand's early postage stamps.

The flagship white marriage of Riesling, Pinot Gris and Gewurztraminer, the Alma Mater, is a true field blend in 2010, with all components grown in the splendid solitude of the Hakataramea Valley, on the slopes of our Riverside Vineyard. It follows the near-dry style of the 2009, but perhaps with more lifted aromatics and a finer focus. This is a real chef's plaything, with the potential to enhance a wide range of creative flavours.

The ethereal, yet more masculine of the two Pasquale Pinot Noirs, from the Hakataramea Valley, has even more concentration than the 2008, says winemaker Andy Nicole, while the Waitaki Pinot has acquired even more finesse than its gold medal 2008 version (Royal Easter Show). "It was an amazing growing season," notes Andy, "with the 2009s higher in alcohol than the 2008s due to a slightly longer time on the vine."



Luca and the lamb - a vineyard tradition

The Pasquale Riesling this 2010 vintage will be entirely from the Waitaki Valley, says Andy. There's also a real sense of excitement about the first Pasquale Gewürztraminer. It was handpicked from two blocks on Kurow Estate on the 19th and 23rd of April, whole bunch pressed, and after fermentation some rested in old barrels on light lees. Poised and elegant, it is mouth watering and morish. Excitement is also building around a Chardonnay-Viognier blend, the méthode sparkling base wine, and a "Passito".



Vintage team 2010

Check all the new wines now at www.pasquale.co.nz

Adelaide night, mate?

On 1st August, Antonio awoke in **Adelaide** to the reality that the Pasquale 2008 Pinot Noirs had matched or defeated some of the best-known Burgundies in a dinner staged the previous night by the Confrerie des Chevaliers du Tastevin at The Wine Underground. Among the dinner wines were a 2006 Vosne Romanée and 2004 Nuits-St-Georges.

"They all knew wine well," observes Antonio. "We were against the best Pinot Noirs from Burgundy and we did kick ass big time (He's Italian - Ed). Vosne Romanee 1er Cru and Nuits-St-Georges were below us. Just the Clos du Tart Grand Cru was better (\$850). When it was my time came to speak I said how lucky we were to be together in peace, in a free country, tasting such nice food and wine - and we should never forget how high a privilege this is. Afterwards, one of the senior members told me 'your wines do come from the heart, and they have layers of nuances that keep coming back to me'. What a compliment! "

In Adelaide they are also drinking our wine at Pranzo and The Adelaide Club.

If you're in **Sydney**, they're enjoying our wine at Aria Restaurant, Restaurant Blancmange, La Mint, Tomislav, Otto Ristorante, The Bentley, Longrain, The Riverview, Arun Thai, Catalina, Glass @ the Hilton, Manly Grill and Mexican at Manly.

In Melbourne, order a glass at The European, Supper Club and Coda.

In **Christchurch/Canterbury** we've been fortunate to earn the respect of Saggio di Vino, Restaurant Schwass, MU Steak-house, and MacKenzie Country Inn (Twizel).

In **Auckland**, you'll find us at: Barolo at The Langham, The Langham Club, The French Café, Number 5, Wine Chambers, Wine Loft, The Grove, Meredith's, Harbourside, O'Connell St Bistro, Dine by Peter Gordon, XO Club at Sky City, Mollies Relais & Chateau hotel, TSB Wallace Arts Centre, and Café Hanoi.

Oamaru raises our glasses at the country's newest best restaurant (as named in Cuisine) Riverstone Kitchen; at Kingsgate Hotel, The Wrinkly Ram, Criterion Hotel, Heritage Gateway Hotel, Star and Garter Restaurant, The Roost Café, and Fleur's Place (Moeraki).

In and around our hometown **Kurow**, we're at Waitaki Hotel, Kurow Hotel, The Vintners' Drop and naturally the Kurow Winery Cellar Door.

In **Timaru** drop by for a drop at Fusion or Speights Ale House.

The Toast of New Zealand



Congratulations to our **Wellington** cheer leader Shaebodine Moleta at The Ambeli in Majorbanks Street. Not only is Shae passionate about the Pasquale gold medal Waitaki Pinot Noir he is holding, but Cuisine has named him Restaurant Personality of the Year, to add to his team's winning Best Neighbourhood Restaurant 2010. You'll also taste Pasquale wines at the Wine Loft, Arbitrageur, and soon at Shed 5.



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The annual motto for the Pasquale label has been decided for the 2010 vintage and it is entirely appropriate for the present aspirational and recent difficult times.

Per Aspera Ad Astra encourages us that through the hardships we can reach the stars. It has also been used by NASA, on Star Trek's Starfleet uniforms, and you may have picked it up in the film "The Man Who Fell to Earth". Closer to home, it is also the motto of Rotorua Boys' High.

The previous (2009) motto, which will still appear on the new season's Pinot Noir releases, is the now-familiar Et In Arcadia Ego, inviting a discussion on life after death and our existence in paradise. There's more philosophy and exposition at pasquale.co.nz.

Sweet sixteen

Lovers of Riesling will adore the luscious new Pasquale "Riesling16". Different means of indicating sweetness have been tried overseas, but the only internationally recognised terms apply to German wines - traditional, dry and half-dry, with further terms relating more to the lateness of the picking. While these are useful (and of course regulated), they can be confusing to those intimidated by long words!

Kurow Winery has decided to emboss the level of natural sweetness onto selected Riesling labels. The inaugural labelling, says general manager Murray Turner, is "16" - the number indicating a quite high level of 16 grams per litre of sweetness. "Our dry Riesling is labelled as such, and is in the vicinity of 2 grams per litre. But then we had this lovely fruit from a block next to the winery that ripened so beautifully we really had to do something special. The

Germans would call it an Auslese style - where the grapes are left out on the vine longer and develop extra sweetness. It's not a dessert wine, but with its background freshness it is fantastic with stone fruit, duck liver pate on brioche, or firm, mature cheese."

Riesling16 has a nostalgic marshmallow aroma, balanced with the typical Waitaki grapefruit zestiness. Served really chilled it is an aperitif with a real "wow" factor."

Whatever floats your boat

We're cruising through the Bay of Islands with our Kurow Village wines aboard the Fullers' Great Sights overnight cruise ship, the 30-room floating hotel Ipipiri (pictured).

We're also nautical in Whangarei, sipped at Reva's right beside the yachts tied up at the Town Basin.



Pressings

Wine writer Jo Burzynska has caught the sense of innovation and authenticity that pervades the style and philosophy of Antonio Pasquale and his winemaking team. This (abridged) from her recent feature in **The Press**, also picked up in other media such as **TizWine**:

"After working at the forefront of thought, Italian Doctor of Philosophy Antonio Pasquale turned his talents to pushing back the frontiers of wine. Since leaving his post at Padua University and moving to New Zealand little more than a decade ago, he has pioneered vineyards in South Canterbury's Hakataramea Valley and opened the first winery in the neighbouring Waitaki Valley last year.

It was his sense of adventure and search for a better life that brought Pasquale and his family to New Zealand.

Coming from a long line of Italian winemakers and merchants, it wasn't long before he spotted land on a farm he owned that he felt would be good for growing vines. This was in the viticultural terra incognita of the Hakataramea Valley. While it possessed the limestone soils known for making many of the world's greatest wines, it also had an extremely dry climate on the cusp of successful vinegrowing.

Pasquale's desire for his wines to provoke both thought and pleasure also extends to their labels. Pasquale obviously likes to challenge and be challenged. Not content to plant in a new area, he also trialled grape varieties with very little track record in our vineyards: the likes of arneis and dolcetto, alongside cool-climate classics such as riesling, gewürztraminer and pinot noir.

Instead of sticking to the tried and tested single varietal path, Pasquale is also exploring co-fermented blends. His flagship white, Alma Mater, combines Riesling, Pinot Gris and Gewürztraminer, while there is a Chardonnay-Viognier in the pipeline.

While blending varieties intrigues him, blending regions and blurring a wine's provenance is something Pasquale is passionately against. To keep things local, Pasquale also opened a winery 29km from his original Hakataramea site, among the vineyards he now also owns in the emerging Waitaki Valley. From this have flowed some promising early wines from the Pasquale and sister Kurow Village labels, the fruits of a combination of thought, action and a fair amount of risk."

On **Radio New Zealand National**, wine reviewer Stephen Morris liked our 2009 Village Riesling. "Lovely lime, talcum, soda, minerality. It's from a winery called Pasquale that have grapes on both sides of the river and they are quite particular about how they label things...this is from Waitaki. \$20, limey, really good, fine, crisp but not austere."

Writing for the **New Zealand Herald** this time, Jo Burzynska liked our 2008 Pasquale Hakataramea Valley Pinot Noir.

"Its fresh leafy character is testament to the cool terrain on which this pinot is grown, but it is underpinned by ripe and concentrated elegant cherry and plum fruit, and fine tannins over nuances of spice, mineral and pretty florals."

The Alma Mater 2008 was enjoyed by **WineNZ** magazine, writing "an unusual yet intriguing blend...lime and apple combine with lavender and tealeaf...fresh acidity balances the residual sugar."

The provenance of our wines is uniquely guaranteed by Oritain Global, through vineyard and bottling line sampling and isotopic verification. With their genesis in geochemical science and forensics, Oritain is now providing proof of origin to organisations worldwide. Their science board includes leading academics and scientists based in three countries. They have involvement with the US Department of Food and Agriculture, and have been instrumental in protecting the integrity of New Zealand honey overseas - and now Pasquale wines are under their umbrella.

According to Chief Marketing Officer Will Anglin, Oritain has been able to ascertain where components of a product originated 20 kilometres away from the stated origin. Chief Executive Dr Helen Darling says the company operates at a

confidence level where evidence of origin could stand up in an international court if required.

Such science has the potential to elevate confidence in agriculture, food and other sectors where New Zealand producers and exporters have not, to-date, lived up to the increasing level of proof required by overseas consumers and importers of our goods, says Antonio Pasquale. He believes New Zealand has lagged behind in providing such proof, because of complacency that our "clean, green, 100% pure" branding can stand without being tested.

"Out of 420 wine producers registered in New Zealand, we are the only company investing in Oritain certification. There would not be any wine surplus, the market would be more focussed and refined, and our prices would hold better if the rest of the industry could base their practices around these empirical tests of integrity and authenticity. It would mean an end to questions such as where does Chilean wine go when it

arrives in New Zealand? How it is possible for some wineries to do 100,000 cases of top Pinot Noir year after year with the same taste and same strength, despite vintage variation? Why is it legal to use up to 15 percent of any New Zealand wine component in a bottle and still call it "single vineyard"? How can you transport grapes for 1000 km and still call it with the name of origin? And so on."

When the Pasquale Riverside Vineyard this year failed to produce Arneis that was at the highest standard, the company discarded the grapes despite a clamouring for the wine in Australia's and New Zealand's best restaurants. "We could have added some from Gisborne, and perhaps a bit of Grigio, and it might have worked - but it would not have been right. Some restaurants have complained, most are happy to wait - it is a bit of fresh air, they say." Besides, says Antonio, they have the new, bone dry Pinot Grigio to look forward to!

Loft in space

The Wine Loft in Wellington and Auckland is a success story, and owners Graham Fairest and David Robinson were among the first to seize upon the quality of Pasquale wines, especially Arneis and Dry Riesling. They write:

"Pasquale wines have been the surprise wines on our latest list. Coming from a lesser known region and from a relatively unknown label we were expecting to put in a lot of hand selling with these wines. However we are finding quite a growth in Riesling sales and this style really sits well with customers. This is not a one glass wine, people are coming back for the 2nd and 3rd glass quite happily. The Arneis does require a little more "hand sell" but once again we are seeing people return for more. Unknown region, unknown label and a strange grape variety prompts people's curiosity thus making quite an easy sell."



Antonio Pasquale is pictured on our cover, and above with co-owner David Robinson, quite at home in the Bohemian, bottle-festooned comfort of Wine Loft Auckland.

The Wine Loft has a reputation for showcasing lesser known wines and they find customers trusting staff to bring fantastic wines to them., says David.

A tasting during winter at the Wellington Loft, embraced with enthusiasm by manager César Breton, brought bureau-cats from The Terrace and favourable comments from renowned author and critic David Burton who called by.

"Wine Loft Wellington is almost 3 years old now," says David Robinson, "and we find that customers are really willing to take up a wine that we suggest. This is a fantastic

compliment to our whole team from the people we serve. In Auckland (now 7 years on) people actively seek out the interesting or unusual wines we have on our list and very often forego the wine list, instead relying on our recommendations."

"Visionaries" say our Aussie mates

General manager Murray Turner, sales consultant Steve Harrop and owner Antonio Pasquale have been busy in Australia and parts of Asia recently, and report that our wines are being welcomed for their difference. Entering the small but perfectly formed Otto Ristorante in Sydney, Antonio observed Pasquale wine bottles on three tables!

Our Australian colleagues Michael Fullgrabe and Nick Butler, who recently visited the Kurow Winery, report that Pasquale wines are in high demand in Sydney, Melbourne and Adelaide.

Michael Fullgrabe says the majestic geography and geology of the Waitaki and Hakataramea valleys have to be experienced in order to be fully understood. "They add so much to the viticultural picture and are a significant aspect of the story," he comments.

Both representatives were impressed by the strength of the tightly-knit Kurow Winery team.

"The wealth of experience is rare to find in an operation of this size - Geoff Turner with hands on viticultural experience, Murray Turner with years of international export and business savvy, and an internationally connected, well regarded wine sales and marketing consultant Steve Harrop. It certainly works and seems to be giving the company a clear trading advantage in difficult times for the NZ industry. It is unique to see an operation looking so clearly forward, instead of regretfully backwards, in their business and viticultural vision."

Michael and Nick say the company's winemaking has quickly evolved and come of age, showing a definite style across the portfolio. "The wines offer genuine interest and are true to their terroir. Oak is used wisely and it is great to see barrel trials in progress to determine which French forests bring out the best in the fruit The Pinot Noir is clearly world class and provides a real alternative to much that is presently on offer

from New Zealand. The whites offer genuine "WOW" factor - aromatic whites in particular." As far as the Australian market response goes, say Fullgrabe and Butler, it has been "a stunning entry" into the marketplace. "Sommeliers and wine buyers are excited about the subtlety, restraint and sheer class oozing from the Pasquale portfolio, while the Kurow Village range combines varietal integrity with exceptional value for money. The Hakataramea Pinot Noir is gaining prominence in all the right circles and, with consistency achieved over 4 or 5 vintage releases, will achieve iconic status internationally. It IS that good." Antonio and his partner Stefania show a passion and sense of hospitality that is driving the whole operation, say the Australians. "In combination with their commitment to Oritain, it indicates to us that we are working with genuine visionaries within the New Zealand wine industry."

STOP PRESS

Oritain Global, the New Zealand-based international certifier of origin, recently presented Pasquale wines while in Washington DC for meetings with US government officials, making the label the very first to be shown in that market with incontrovertible proof of origin.

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Pasquale acknowledges and celebrates art, philosophy, beauty and craft. The Pasquale label itself is art-directed by renowned European designer Ecke Bonk whose work has featured at the Venice Biennale. He engages design in the context of philosophy and typography. The label features the five-pointed black star of freedom, the components of which, like the label proportions, conform to the "golden ratio" phi. In pre-Christian Greek, and even earlier Indian science, this proportion was recognised as universal. It relates to the Fibonacci series, a progression of never-ending numbers with mathematical and mysterious significance. The font for Pasquale is Bembo - the world's oldest mechanical typeface.

Pasquale has engaged in sponsorships with Objectspace craft gallery in Auckland, and the James Wallace Arts Trust. Objectspace, in Auckland's Ponsonby Road, is recognised internationally for innovative nurturing and display of crafts, from typography to jewellery.

The TSB Wallace Arts Centre in the impressive neoclassical Pah Homestead, once the convent of Monte Cecilia, is home to much of the Trust's 5000 New Zealand art works - the largest private collection in Australasia. Pasquale wines were poured by the professionals of Dawson's



Catering, for the August grand opening.

On 6th September, the 19th annual Wallace Arts Trust Awards were presented, with Pasquale wines prominent. The paramount award grants a six month residency at the International Studio and Curatorial Programme in New York, and a bronze trophy by Terry Stringer. Other awards granted a three month residency at Altes Spital in Solothurn, Switzerland, a two month residency at the Vermont Studio Center, USA and a Fulbright-Wallace Arts Trust Award three month residency at the Headlands Centre for the Arts, San Francisco.

"The Pasquale Pinot Noir and Alma Mater were in particular well received," comments gallery

director James Wallace. "Your wine is a perfect fit for us. While your whole brand philosophy is quite complimentary to our own activities and goals we would not have been enthusiastic for a relationship without a level of refinement and elegance evident in the actual product. Can I take this opportunity to say how much I have enjoyed your wine myself? The Alma Mater is a particularly elegant, balanced and intriguing blend." James has also chosen to serve Pasquale at formal occasions at Rannoch, his historic family mansion, sculpture forest and gallery, and recently served our sponsoring wines at the Rannoch fund-raising concert for the London scholarship of young pianist John-Paul Muir.

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★ PASQUALE VITICULTURA

RD6K, Oamaru 9494, North Otago. Ph +64 (0)3 436 0443. Email: info@pasquale.co.nz. www.pasquale.co.nz