

ELEMENTS



EXPORT ACCLAIM IN ITALY

NEW WINEMAKER BOWLS A VINTAGE OVER

PARKER AWARDS POINTS

SPREADING THE WORD TO LONDON & CANADA

2011 VINTAGE REPORT

HARVEST 2011

PASQUALE VITICULTURA



The Philosopher's Drop

Thinking smaller

I do wonder whether Spain, Italy, Germany, Austria - France even - are places we should go more often to present our New Zealand wines. Perhaps we have to follow markets that are older and used to smaller production and the concept of terroir. Many new markets seem to me to be oriented to mass consumption of industrial wine. We cannot compete in this, especially with the costs of freight, and compared with growing grapes in Chile, Europe and now China.

At VinItaly, the wine expo that I have just attended, it was good to see the interest of "the old world" in new styles. They liked the purity, energy and minerality and had no preconception about what wine should be. They wanted to talk about the wines. They do not want just technical details, and we should not have a perception that the world wants to talk only English. Only when we speak their language, can we convey to people the emotion of the wine producer. This will absolutely apply in Asian markets.

Even in China, we will need channels of communication to reach smaller groups of quality-minded people who will appreciate our wines like diamonds, and who are not looking for mass-produced, pasteurised red wines that are cheap.

To me, wine is a way to communicate my emotions and listen to my friends explaining theirs. We are getting it right when they come back to us and say "I drank your wine and it reminded me of something... perhaps it was an aroma when I was a child, the taste of breakfast at the table of my grandparents, or the bitter-sweet memory of my first kiss." This is what wine should be. I would like to welcome Cleighnten, our new winemaker, and his family. I am confident he will reach that emotional space to ferment, blend and intimately care for our wines. We are really small farmers here. We need to look at the smaller things around the world. The big ones appear to me to be empty. The smaller elements are bigger ones, in reality.

Front cover photo: Sarah Rowland

Meet the winemaker

In his lively mid-30's, Cleighnten Cornelius arrived in the Waitaki with wife Caroline and daughters Maisie and Harriet just in time for his favourite part of the year - harvest. He has previously made wine at Pegasus Bay and Allan Scott, with vintage experience in Burgundy and the Rheingau. No wonder he was keen to get amongst the plump Pinot Noir, Chardonnay and Riesling grapes that form part of the pick of Pasquale at Kurow Estate.

"The best thing about this place is we have all my favourite varieties. I'm a huge Chardonnay fan, and we're only just starting to produce that. I think, personally, that Pinot Noir is the best red variety; and I'm a fan of all the aromatics. Discovering Arneis is exciting, and Viognier is an up-and-coming wine of New Zealand, quite different in this terroir and potentially with lower alcohol enabling us to address more structural components for a more interesting wine."

Cleighnten believes it is that structural component that makes the Waitaki wines so suitable for such a variety of dishes from spicy Thai food to cheeses. "There's a lot of calcium in the soil and that comes through to give the wine a girth, some amazing minerality and structure. There's a very nice cleanliness, and the aromatics come through, tied in with the natural acidity and fruit, to construct wine with a very good potential for ageing."

"The Gewurtz is quite floral and rose-like, but again the structure comes through; there is none of that high alcohol or lolly character because we can



pick earlier here. The Alma Mater is the best of three worlds. None of the Pinot Gris, Riesling or Gewurtz really dominates, and, as it warms in the glass, more is revealed. I'm looking forward to pulling a bottle out from time-to-time to see how it is evolving. The Grigio is dry at around just 2 grams per litre of sweetness, and the Pinot Gris is more like 8 grams. There's an older world style in the Grigio."

Chardonnay, Riesling and Pinot Noir are really my personal favourites, which is good, as two of these go into bubbles! I think this region will shine for

its Champagne-style wines, and we're able to put quite a bit more pinot noir in to balance out the lemon from the chardonnay. We will be keeping it on lees for a least three years in the bottle which will develop some great autolysis characters through for quite a complex wine.

Cleighnten is also enjoying the difference between the two valleys of the estate, just a few kilometres apart but with quite different terroir. "Driving into the Hakataramea Valley for the first time was like when I drove into the Mosel - my heart just started pounding. It's a beautiful, pristine place, something special and awe-inspiring. Wines from the Haka have a little more elegance and refinement. The Waitaki Valley wine is a bit more grunty and masculine, while the Haka is more feminine - more Chambolle Musigny, if I were looking for a reference." Coming from a man who worked on the Cote de Nuit in 2005, this is a noble comparison.

Local leisure cricket players should be warned that Cleighnten comes with quite a reputation as an all-rounder, with a solid history of representative playing for Canterbury, as well as a stint playing club cricket in the UK. (Winery marketing man Chris Swannell has also been the target of a solid over-arm snowball from Cleighnten.)

For the record, Cleighnten graduated from Canterbury University with Bachelor of Viticulture and Oenology, and has a decade of experience in cool climate winemaking. He also drives a pretty mean forklift.

Black Star believers

Although Auckland's multi award-winning **French Café** was among the first "believers" in Pasquale, this extraordinary fine dining legend has now happily adopted our dry Pasquale Riesling to accompany the Pinot Noir on its amazing list (as has 2010 Metro Restaurant of the Year, The Grove).



Shed 5 should be called Shed One, as general manager Stephen and sommelier Paul have been the first in the capital to seize upon the drinkability

and excellence of Pasquale Gewürztraminer. In Auckland, Prego continues to offer this seductive wine which is bound to win over the world cup crowds from September. Thanks Brandon and Krishna.



Good news for terroiriste Stephen Wong at **Arbitrageur**: although the last of the bone dry Arneis 2009, which he so appreciates, has gone (ask Antonio, who seemed to rather take a shine to it), vintage 2011 will happen. This is one of those wines that is truly in the lap of the gods and this

year they smile on Arneis again. We are sure the Wellington Stephens will also love our rare Passito, and we intend to increase production this vintage.



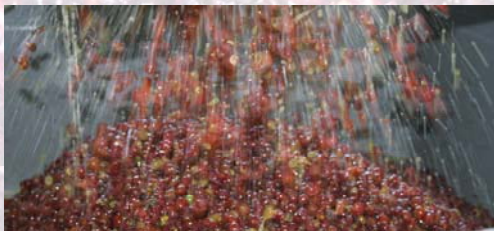
SidArt, Wine Chambers, and Number 5 in Auckland, and **The Ambeli, Martin Bosley's and Restaurant 180** at Copthorne Oriental Bay in Wellington, are among those fine restaurants that have enhanced their substantial wine lists with new Pasquale and Kurow additions. Antonio and his team salute you.



Harvest team 2011



Renzo



Riesling has fermented. "There's a fair bit of ginger coming through in the Gewurtz, which I quite like."

Pinot Gris, which was tasting sweet and juicy weeks before harvest, should produce delicious wines this year, and the tricky part will be to have a dry, firm Grigio style in the face of such luscious fruit.

"The pinot noir had a week cold-soaking before ferment," says Cleighen, "with some great colour coming through along with good tannins showing early - a very good sign." Chardonnay and Pinot Noir both started fermentation from natural yeasts, a good sign for the complexity that Antonio Pasquale will be seeking as bottle-aged méthode traditionnelle is released in the years ahead. Last year's vintage is already showing some wonderful depth and full flavour and we are optimistic that it will create excitement for the future of the Waitaki in Champagne-style wines.

"Everything is ticking along," says Cleighen, "except for a lack of sleep."

The usually mixed weather conditions in mid-April kept the picking and winery teams on the hop, but eventually, says winemaker Cleighen Cornelius, grapes were harvested in excellent condition. A frost-fighting helicopter was on stand-by for just one night, but was not needed, and there was enough sun and warmth in the harvest lead-up to deliver full ripeness across all varieties. At time of writing, only Riesling was still to be picked, showing the good, fresh acidity so

much part of the 2010 dry Riesling that garnered much critical acclaim.

The 2011 Alma Mater signature aromatic blend has already sent its own message, says Cleighen "It was spooky. We weighed the Pinot Gris and the Gewurtz as they came in, and they were exactly the same at 1.806 tonnes. I triple checked before putting them in tank for co-fermentation." The final blend will be determined once the



Chris visits

Kia Ora Italia



Antonio was widely reported in the media for a significant and unusual export order achieved in April. Pallets of Pinot Gris have left the winery, bound for the fine dining restaurants of Milan and other Italian cities. Pinot Grigio, grown in Italy is one of that country's most popular grape varieties, "so it is a little like trying to sell coals to Newcastle", says Antonio.

Undoubtedly speaking the language helped him gain this result from visiting one of the world's largest wine fairs, in Italy. "We were the only New Zealand wine company there with a native Italian-

speaking principal, and despite being hidden in the eleventh of the eleven buildings covered by the Vinitaly Wine Expo, we were the only ones with long queues to taste our wines." The expo attracted a record 156,000 visitors over three days.

The Pasquale wines are being sold in Italy at a strong price, in contrast to the present pressures to discount that are troubling the industry both domestically and worldwide.

"The Italians were stunned by our cool climate wines from the Waitaki Valley, and by their clarity and minerality," says Antonio Pasquale. "They will particularly suit the fish and meat dishes of Northern Italy."

In addition to Pinot Gris, Pasquale dry Riesling, Gewürztraminer and our unique aromatic white blend, the Alma Mater, are also on their way to Italy, along with another star for the Italians, Pasquale Pinot Noir. "This comes from the elevated, remote Hakataramea Valley also in the Waitaki, which is New Zealand's newest wine region," says Antonio Pasquale. "It is a more European style of Pinot Noir. The Italian national association of sommeliers liked it so much they entirely changed the menu for their dinner in

Milan in order to feature this wine."

Our partners in authenticity, Oritain Global, were also at Vinitaly, where CEO Dr Helen Darling took these pictures of Antonio and the fans of our wines. Do check out their website for more on their fine work investigating honey, strawberries and other products where absolute proof of origin is required.

Pasquale is also now expecting to send a wine order to Bavaria, where beer is the more traditional regional drink. "We will now have to experiment with wurst-matching for the wines," says Antonio Pasquale.



New Auckland 'Embassy'

In June we open the Auckland marketing office and tasting room of Pasquale at 65 Karangahape Rd - a simple, comfortable place where wines may be sampled for education by industry professionals (by arrangement) and where our support from the adjacent Langham hotel may be nourished. We acknowledge the encouragement of Langham Managing Director Jefferey van Vorselin and his management team and staff lead by Hotel Manager Vincent Macquet in fostering this association. For some of our most applauded wines, be sure to check Pasquale Corner on the hotel Winery list, or when next at Barolo restaurant. Our marketing office is also probably destined to become the unofficial Waitaki tourism promotion Auckland outpost!

ELEMENTS

Giddy Cuzzies



A recent marketing trip to Melbourne revealed wonderful cuisine and great interest in Pasquale from some top restaurants. Our man Paul Ryan, of Ryan Fine Wines, (pictured with Chris Swannell) has wonderful connections in the city and with help from unofficial aide de camp Virginia Holloway, we were privileged to meet some fantastic hosts, chefs and cuisine. Langham Melbourne was a most civil home for us, and the wines met with great appreciation from some signature city restaurants.

You'll find us listed at Atlantic (Crown Casino), Oscar W's Wharfside, Bella Vedere, and we've also enjoyed meeting and tasting with Adam at City Wine Store, and the fine folks at Attica, Red Spice Road, Scusami, Hilton South Wharf, and also Longrain Restaurant.



Bonjour Canada

Marketing associates Michael Hooper and Chris Swannell are in Canada in May, working alongside NZ Winegrowers in their export trade events in Vancouver, Quebec, Montreal and Toronto. This is a complex but growing market, and we are very conscious of supporting team New Zealand. The translation of material in the last few weeks from English to Italian to French has kept us and our designer John Newcombe (Adroit Design, Christchurch) and our linguists on their toes.

Marie at Business First Travel has been in the ticketing hot seat - all handled with aplomb.

A video presentation has been professionally produced by Creative Mediaworks Ltd. Cameraman TJ Diepveen (pictured right) spent time in the valley filming summer and autumn colours - admittedly Canadians are no stranger to these, but even the Okanagan Valley cannot produce the distinctive wines we are showing from the Waitaki and Hakataramea valleys.



Ars Longa Vita Brevis

Our support of the Wallace Arts Trust at the historic Pah Homestead in Auckland continues, and patrons of the excellent café there, run by Dawson's, are enjoying Kurow Village Wines on the wide verandahs. Some of the newly displayed artworks are stunning and well worth a visit to the Hillsborough Road gallery, especially while the Mary MacIntyre exhibit is running until the end of May. Do give them some feedback on our arts sponsorship while you are there. The gallery is approaching 100,000 visitors in its first eight months, and we are honoured to be a founding sponsor.

Internationally renowned recording musician and composer Jonathan Besser commented: "Last night I had the pleasure of performing with my trio 'Gimel' for the Mary MacIntyre art opening where your delicious wine was served. I just want to take this opportunity to say that your wine was greatly appreciated, and your sponsorship noted by the large crowd. The Pasquale wine support for these kind of sophisticated art events is very important." We also appreciate that Objectspace in Auckland's Ponsonby Road has acknowledged our support of their national Masters of Craft initiative with our inclusion in the material accompanying the exhibition through eight public galleries across New Zealand. Art and philosophy are central to the ethos of Pasquale, and associations with such organisations are valued, especially when their patrons are able to enjoy our wines at events and order them for home.

Hotelier Haven

The New Zealand Hotel Industry Conference in Auckland in May is an introduction for Pasquale to nearly 300 hotel owners and senior management. Held at Sky City, this prestigious event places the bottles with the black star on the tables of industry professionals to see the quality and value of our applauded wines. It will be attended by general manager Murray Turner and owner Antonio Pasquale.

We're at the world's wine mecca

The London International Wine Fair, now in its 31st year, is arguably the world's most important meeting place for the wine trade. Over a third of its visitors are from European markets. Pasquale will be there, sharing a stand with Gladstone wine from Wairarapa, and we are also supporting the presence of NZ Winegrowers. There will be reports from the fair on our website during May and more news during June.

Parker Awards Riesling

Internationally respected assessor Robert Parker has awarded 90 points to our applauded dry style Riesling, which is becoming a real rising star. *The 2009 Riesling gives intense fresh lime juice and lime leaf aromas with a chalky undercurrent and some grapefruit. Dry, very crisp and light bodied, this wine possesses really great tension, nice balance with the faintest hint of sweetness (6 grams per liter) and long steely finish. It's delicious now but gives the impression that it has some capacity to develop, cellaring to 2015+.*

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Riverside Vineyard Hakataramea. Photo: Tania Anderson

