



## THE HAY Paddock SYRAH SOCIETY

### NEWS - MAY 2010

*The founders of our Society chose to specialise in a single variety vineyard after watching consumer and critical response to both Syrah and Waiheke Island. The decision to align their own personalities, and those of their friends and colleagues, with the marketing of their wine was recognition that wine is as much about storytelling as it is of sensory perception, and the elements of the story are often better remembered than the taste or the gold medal it earns. So, whenever Society members gather together, expect stories to be told – old stories that still bear telling and new stories created by the flow of friendship and wine which reflect our absurdity and sense of fun; stories to enrich and enliven us. Be a part of them. BM/CC*

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**Is that really wine they are discounting?** Anyone who reads a newspaper or follows the well trod supermarket trail through the aisle to the loss leaders will know that wine is being discounted heavily and is now the cheapest alcohol fix that alcohol fixated people can purchase. Sauvignon Blanc from Marlborough is now cheaper than some bottled waters.

It's true that it's made from grapes, but is it wine? Should a factory farmed loss leader that happens to be made from grapes and delivers inebriation at a lower cost than other beverages be marketed under the same generic branding as a low volume, hand made product from artisans who are pursuing quality at any cost? You know the answer to that. What you may not know is that sales of premium and ultra-premium wines from specialist producers are rising faster in this period of mass-market discounting than at any other time. It is a Godsend for those of us devoted to excellence.

You may have seen that The Hay Paddock has joined with a small band of fellow specialist producers to form **The Specialist Winegrowers of New Zealand**. Our story has been carried by dozens of media outlets around the world. Our dedication to producing the very best wine from our chosen grape variety makes us seem at best eccentric in the current environment, and at worst insane. Our members include **Nick Nobilo** from **Vinoptima** ('The World's Best Gewurztraminer'), **Wooring Tree** Pinot Noir from Central Otago, **Daniel and Adele Le Brun's No 1 Family Estate** (Champagne born and bred) and **Destiny Bay** (New Zealand's most expensive wine). *We hope to be serving their wines at our function on July 25<sup>th</sup>.*



**THE KEY TO BEING DIFFERENT IS 'STYLE'.** Our top label, **The Hay Paddock**, is the key to entry into the Hay Paddock Syrah Society. It is made in very limited quantities from the best fruit in the vineyard and blended with a small proportion of **Petit Verdot**, a variety that has incredible depth of colour and strong tannins that take time in the bottle to soften but enhance the aging potential and complexity of the wine. This is a deliberate and singularly different approach to the handling of cool climate Syrah. **We are not trying to make a 'fruity' wine.** We are aiming for a complex and sophisticated wine that will fill the pauses during discourse over a fine meal. We keep it for at least three years until we

are confident that it is drinking well. The 07 has been receiving glowing compliments from respected judges and we are confident you will enjoy it for many years. *Be quick.*

**Harvest Man** is a fruit-driven Syrah, lower in tannins, and designed to be ready for drinking after 2 years. The '07 was a Gold Medal winner and **Wine of the Year**. The '08 is the product of a very warm season and is higher in alcohol, colour and tannins accordingly. It will be a long keeper and, because it is under screwcap, we strongly encourage aerating this vintage if possible. You'll see the difference immediately if you are able to decant before serving. Many of Auckland's top restaurants are serving this wine by the glass at up to \$14 per serve. For members it is just \$27.50 per bottle delivered.

## Here are 3 great offers for Society Members

### OFFER 1

Members ordering The Hay Paddock Harvest Man 2008 by the case will receive a **FREE Metrokane 'Rabbit' Wine Aerating Pourer**. No more waiting for red wine to breathe! With the Metrokane you can **open and serve your next bottle immediately**. Just insert, pour and taste the difference! These normally retail for \$50 and more. We found them in the United States and snapped up the first shipment to NZ. You'll be hooked.



### OFFER 2

Show your Hay Paddock Syrah Society **Member Card** or your **Waiheke Ferry Pass** at **CIN CIN on Quay** at Auckland's Ferry Building and you will receive a **15% Discount** on The Hay Paddock Harvest Man by the glass. Treat **CIN CIN** as your Syrah Society Members' Club in Downtown Auckland. We do!

### OFFER 3

Hay Paddock Syrah Society Members can enjoy the same **15% Discount** on The Hay Paddock Harvest Man at our favourite Auckland Seafood Restaurant, **HARBOURSIDE**. And throughout **June**, Harbourside has its hugely popular **\$49 Crayfish Menu** on offer. There is no better value for fresh crayfish, done in your favourite style. Call them on **09 307 0486 for a reservation**. And don't forget to order Harvest Man by the glass at your special price, courtesy of owner **Tony Adcock**.

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**2010 is being described as the vintage of the century.** Chris Canning reckons it is the most remarkable season he has observed since first planting in 1976. Dry, warm and long lasting: who could complain? Chris Canning, of course! The quality is exceptional but the quantities are down as much as 30%. Very high sugars (and alcohol) are proving a challenge – but that's what makes winemaking interesting, and keeps Chris out of trouble in the winery.

**The 2009 Vintage** is likely to be bottled in September. It is similar in style to the 2007 with a lot of finesse that comes from the long, cool hang time that was afforded to the fruit that year. Look for Harvest Man 2009 in 2011 and The Hay Paddock 2009 in 2012.

**Order now – don't let The Hay Paddock 07 get away!**