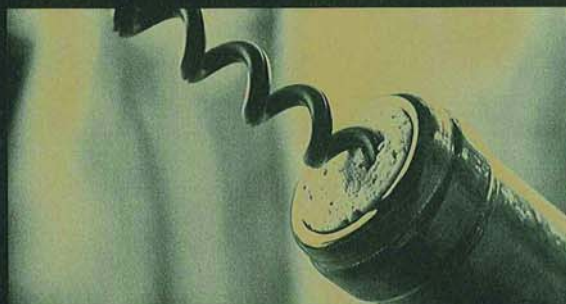
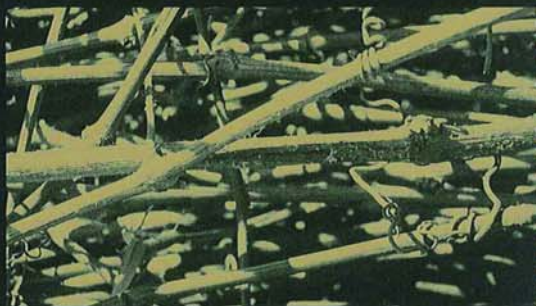


RARE AND EXCEPTIONAL
WINES FROM
NEW ZEALAND'S
SPECIALIST
WINEMAKERS



The dedication of time, care and life-long passion to their craft is the distinguishing characteristic of 'The Specialist Winegrowers of New Zealand', the select group of ultra premium artisan winemakers who have each chosen to specialise in a single grape variety or style.

These are the exciting, difficult to find wines, lovingly nurtured and matured for the discerning enthusiast. Gathered together under this prestigious banner, they provide the opportunity for fine wine lovers around the world to experience exceptional single-vineyard wines produced by some of New Zealand's most talented winemakers.

"This collection of specialist winegrowers represents a particularly fine group of super-premium wineries and together they speak volumes about where New Zealand wine is currently."

DAVID COX, DIRECTOR - EUROPE, NEW ZEALAND WINEGROWERS ASSN



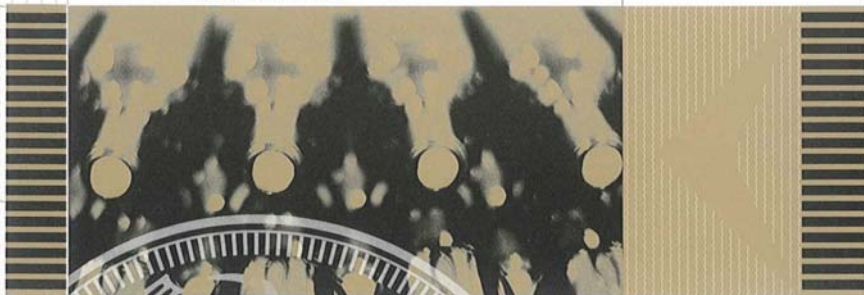
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"WHILE NEW ZEALAND IS MOST FAMOUS FOR ITS WORLD-RENOWNED AND UTTERLY DISTINCTIVE SAUVIGNON BLANC, ESPECIALLY FROM MARLBOROUGH, IT HAS FAR MORE TO OFFER FROM A WIDE VARIETY OF WHITE AND RED GRAPES."

IN FACT THE NEW ZEALAND WINE INDUSTRY IS CHARACTERISED BY DIVERSITY AND INNOVATION, AND THE EXCITEMENT THIS GENERATES IS PALPABLE."

Jancis Robinson

THE SPECIALIST WINEGROWERS OF NEW ZEALAND



Trade partner expressions of interest may be lodged by contacting: trade@tswnz.com.

Media inquires may be addressed to: media@tswnz.com.

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The Specialist Winegrowers of New Zealand Ltd. is an independent marketing alliance representing rare and exceptional wines from a small group of artisan producers. The alliance offers a single point of contact for sourcing some of New Zealand's finest limited release wines.

The Specialist Winegrowers of New Zealand Ltd. is owned and operated collectively by its members, each of whom has committed to upholding the highest standards of sustainable viticulture and winemaking.

These sought-after wines are highly regarded and will add interest and standing to the most discerning fine wine resellers and restaurant lists.

Inaugural members:

DESTINY BAY WINES
Speciality: CABERNET BLENDS
Contact: Mike Spratt
Tel: (+64) 09 372 9300
mike@destinybay.co.nz
www.destinybaywine.com

NOL FAMILY ESTATE
Speciality: METHODE TRADITIONELLE
Contact: Adele Le Brun
Tel: (+64)03 572 9876
adele@nolwine.co.nz
www.NolFamilyEstate.co.nz

VINOPTIMA ESTATE
Speciality: GEWURZTRAMINER
Contact: Nick Nobilo
Tel: (+64)09 353 6565
nick@vinoptima.co.nz
www.vinoptima.co.nz

THE HAY Paddock
Speciality: SYRAH
Contact: Chris Canning
Tel: (+64)09 372 9539
ccanning@xtra.co.nz
www.thehaypaddock.co.nz

WOONG TREE VINEYARD
Speciality: PINOT NOIR
Contact: Steve Farquharson
Tel: (+64)03 445 4142
steve@woongtree.co.nz
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FAIRBOURNE ESTATE
Marlborough
Speciality: SAUVIGNON BLANC
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fairbourne

FAIRBOURNE ESTATE
Marlborough
Speciality: SAUVIGNON BLANC



SARAH INKERSELL

Fairbourne, is where we designed and built our first home on a north facing hillside overlooking the vineyards of Marlborough's Wairau Valley. Confident of our collective industry experiences we conceived the concept of a world class dry white wine named Fairbourne. Inspired, we searched for vineyards growing Sauvignon Blanc with a unique and definable character. Marlborough is, after all, the new world home for Sauvignon Blanc.

North facing, elevated and sloping vineyards with lower fertility soils have proven to yield fruit of exceptional and unique qualities. We defined these sites and evolved the viticulture to grow the grapes for Fairbourne. Marlborough Sauvignon Blanc is what we know and where our passion lies. We know there is more to Marlborough Sauvignon Blanc than the widely recognised style. The Fairbourne journey has begun, we have a different path, and we believe Marlborough's best is yet to come.



Fairbourne is a unique dry white wine grown on north facing hillside vineyards in Marlborough's Wairau Valley. Hillside vineyards have lower fertility soils and vines grow with less vigour producing grapes with specific site characteristics. The grapes are hand harvested and pressed cool yielding juice with exceptional varietal expression. The juice flavours are of ripe citrus and pineapple framed with a mineral structure from the clay gravel soils. Using only 'free run' juice ensures purity to the style.

The wines are cool fermented in stainless steel tanks over a four week period, matured on fine lees, then blended to create an expressive, balanced and unique Sauvignon Blanc showing its pedigree from the hillside soils.

Fresh shucked oysters are a natural accompaniment for New Zealand Sauvignon Blanc and this wine is no exception with its lengthy and mineral style.



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MARLBOROUGH NEW ZEALAND

NO 1 FAMILY ESTATE
Marlborough
Speciality: METHODE TRADITIONELLE

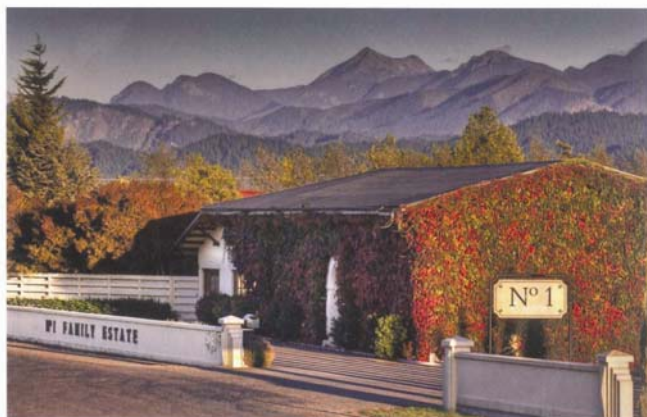


DANIEL LE BRUN

Award-winning champagne-maker, Daniel Le Brun, pioneered the production of Methode Traditionelle wine in Marlborough. Arriving in the province in 1980 he planted the first grapes specifically selected and grown for the production of this wine style. Set in Marlborough's beautiful Wairau Valley, No 1 Family Estate is his second venture and was founded in 1997.

Following the strict methods stipulated in his native Champagne, the process begins with hand-picking the grapes in March each year and pressing them in whole bunches using a special Vaslin press, expressly imported from Champagne, along with the company's other winemaking equipment.

Each wine is aged on its lees, in the bottle, for a minimum of two years, allowing full yeast autolysis, with the resulting wines displaying finesse, elegance and complex champagne-like characters.



Daniel and his family focus on six very special wines; the rich and creamy Cuvée No 1, a non-vintage blanc de blancs made from 100% chardonnay, No 1 Rosé, non-vintage and 100% Pinot Noir, Cuvée Number 8, a non-vintage blend of Pinot Noir and Chardonnay, Reserve Cuvée No 10, Cuvée Virginie and Cuvée Remy (named respectively after their daughter and son), each limited edition wines made only in the finest of years. The wines have achieved numerous accolades since their release resulting in many trophies, gold medals and five stars amassed over the last 30 years.

Exactly as the name suggests, No 1 Family Estate is a family business comprising Daniel and Adele together with their daughter, Virginie and son, Remy. A labour of love, the Le Brun family strive to excel at their passion for producing some of the best sparkling wines in New Zealand.



NO1 FAMILY ESTATE
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THE WOOING TREE
Central Otago
Speciality: PINOT NOIR



STEVE FARQUHARSON

Wooing Tree is a family owned single vineyard estate situated next to the town of Cromwell in Central Otago. A local landmark, the Wooing Tree sits prominently in the middle of the vineyard and has long been a popular place for locals to woo their lovers.

The location gives a perfect mix of various sub-regional climates and optimum heat degree-days.

Specialising in Pinot Noir, Wooing Tree's aim is to produce rich and intense fruit flavours from low yielding vines. Shoot and bunch thinning, pruning and harvest are all carried out by hand to optimise fruit quality.



Steve and Thea Farquharson and Jane (Steve's sister) and Geoff Bews, were all working in the UK as IT professionals, but yearning to return home to New Zealand for a lifestyle change and to work on the land. They decided to join forces and look for a site in Central Otago to produce the very best wine possible. In 2002 land was found and so the development of the Wooing Tree Vineyard began.

Wooing Tree has had a truly remarkable first few years, many trophies and gold medals, including the Best Pinot Noir in the world at the Hong Kong International Wines and Spirits Competition, along with a whole host of 5 stars and praise from wine writers around the globe.



WOOING TREE VINEYARD
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DESTINY BAY
WAIHEKE ISLAND

DESTINY BAY WINES
Waiheke Island
Speciality: CABERNET BLENDS



MIKE SPRATT

Destiny Bay Vineyards is nestled in a small, wind sheltered valley on Waiheke Island. The combination of gently contoured slopes, warm northerly aspect, cracking clay soils, and meticulous winemaking practices, creates an ideal environment for the crafting of Cabernet blends that are delicately balanced, full-bodied, and distinctive.

The 15,000 vines are composed of clones of Cabernet Sauvignon, Merlot, Cabernet Franc, Malbec, and Petit Verdot selected from premium wine districts around the world. Destiny Bay's uncompromising viticulture practices, meticulous fruit sorting, and winemaking processes are a benchmark for consistent quality and carefully crafted artisan winemaking.



Destiny Bay is a fully sustainable vineyard and Waiheke's first fully sustainable winery. Small batch fermentations with extended maceration times are followed by 12-15 months in French and American oak.

All wines are cellared for two years before release. Destiny Bay wines are found in prestigious restaurants in New Zealand and the U.S. as well as selected fine wine merchants. Lauded by critics and wine writers in the U.S., U.K. and New Zealand, Destiny Bay's Magna Praemia blend also is acknowledged as New Zealand's most expensive red wine.



DESTINY BAY WINES
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THE HAY PADDOCK

THE HAY PADDOCK
Waiheke Island
Speciality: SYRAH



CHRIS CANNING

After 30 years debate as to the perfect variety and the perfect climate for the production of an outstanding red wine, Chris Canning and Bryan Mogridge chose Waiheke Island for the planting of a 15,000 vine vineyard devoted to Syrah.

Using mass selections from Hermitage and St Joseph, including from the vineyards of Jean-Louis Chave and Jean-Louis Grippat, as well as certified clones from the Cotes de Rhone on low vigour rootstocks, they have implemented a low cropping regime with a strong bio-dynamic influence.

The proprietors are industry pioneers with extensive experience of New Zealand's wine growing regions dating back to the 1970s and they chose their location with a view to optimising the varietal characteristics of this classic wine under cool climate conditions.



Meticulous attention is given to bunch selection and optimal ripening conditions in order to capture the elegance and complexity of this classical grape variety. Small batch fermentations with extended maceration times are followed by 12 months in predominantly new French oak and a further one to two years cellaring before release.

The Hay Paddock Syrah is suitable for cellaring up to 10 years and an earlier drinking style is released under the Harvest Man label (2-5 years). Early accolades have included Gold Medal at the International Wine Challenge in London, selection as The Wine of the Year in the 2009 'Best of The Best' Wine Guide and Five Star ratings from leading wine writers.



THE HAY PADDOCK
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Vinoptima

Handcrafted Ormond Gewurztraminer

VINOPTIMA ESTATE
Ormond, Gisborne
Speciality: GEWURZTRAMINER



NICK NOBILO

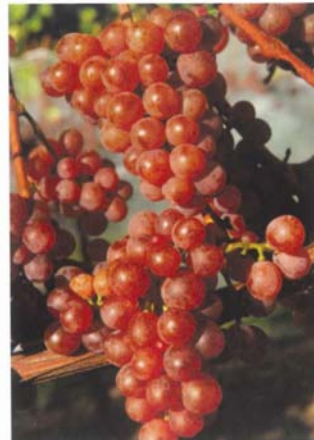
Vinoptima is a single variety, 10 hectare vineyard estate in Ormond, near Gisborne on the East Coast of New Zealand's North Island. It is the creation of one man - pioneering New Zealand winemaker Nick Nobilo. The vision for Vinoptima is simply to produce the world's best Gewurztraminer.

Nick has long held the view that Gewurztraminer from Ormond can become recognised as being amongst the best of this variety in the world. He is now turning this vision into reality with Vinoptima. Latin for "best wines", Vinoptima is based on the French paradigm of terroir and combines the best of both old and new world winemaking practices.



The Vinoptima Estate vineyard lies in a unique terroir at Ormond, 26 kilometres from the coast and is protected on three sides by a low range of hills. As well as possessing the alluvial soils ideal for the vines, the Ormond vineyard microclimate is hotter and drier than the cooler growing climate of the coast, producing an unusually high intensity in aromatic varieties, perfect for the Vinoptima Estate's Gewurztraminer grapes.

The Vinoptima winery incorporates modern and traditional winemaking processes and is designed specifically to maximise the potential of just one grape variety, Gewurztraminer. Maturation and bottle aging at the winery are an integral part of the winemaking process and each vintage is cellared for up to 3 years prior to release. Vinoptima Gewurztraminer will improve with careful cellaring for many years.



VINOPTIMA ESTATE
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