

## GREYROCK WINES, NEW ZEALAND

Greyrock's vineyards and winery are based near Hastings in Hawke's Bay on the east coast of the North Island of New Zealand.



The wines are made from grapes sourced from Hawke's Bay and Marlborough. Most of the vineyards are planted on old alluvial gravels, hence the name Greyrock and the handcarved greywacke stone that features on our label. Hawke's Bay and Marlborough are internationally recognised as New Zealand's premier wine producing regions and Greyrock wines are hand crafted by a team of experienced Winemakers to produce rich, soft and approachable wines of exceptional quality.

The modern state-of-the-art winery that produces Greyrock wines is committed to providing ultra premium quality wines that achieve world status. The Winemaking Team headed by



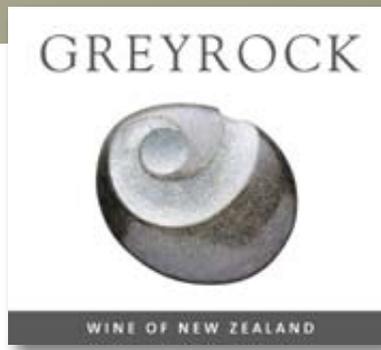
RACHEL GARNHAM,  
SENIOR WINEMAKER

Rachel Garnham, has many years experience in both New Zealand and in Bordeaux, Burgundy, Oregon, California and Australia, and are committed to maintaining high standards in environmentally sustainable viticulture and winemaking practices.

The focus in making Greyrock wines is to make world-class wines that reflect the old world structure and the new world fruit of New Zealand. Greyrock wines show tremendous dedication to quality and craftsmanship, making these wines some of the best at their respective price points. Crafted using traditional techniques, the wines are complex and mouth filling with great finesse.



**Greyrock Wines, Hastings, Hawke's Bay, New Zealand**



## GREYROCK WINES, NEW ZEALAND SELLING POINTS

- **Excellent price value for the high quality** - lower price than for same quality French wine
- **Fresh, intense fruit flavoured wines** - due to the climate of high sunshine hours, cool evenings, low rainfall and clear blue skies with strong UV light
- **European style, light and elegant, food friendly wines** - an excellent match with wide range of Asian and International cuisine
- **Made to enjoy young, but with cellaring potential** - early and easy drinking style
- **Benefits of superior screwcap closure** - retains the freshness of the wine and avoids cork taint
- **Internationally acclaimed** - trophies and gold medals in Europe, American and Asian wine competitions

### WHY IS NEW ZEALAND WINE HIGHER PRICED THAN AUSTRALIAN WINE?

- **Much smaller production and less economy of scale than Australia**
- **Cooler climate of NZ requires much more work and labour in the vineyard**
- **Australia does not produce the same fresh, intense fruit flavoured wines as does New Zealand**
  - compare Sauvignon Blanc and Pinot Noir from each country
  - Australia is generally too hot for these varietals
  - also, compare the lighter, more intense fruit flavour of Chardonnay and Merlot of New Zealand
- **Medium priced, lighter in style + more fresh and fruity flavoured**



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