

SILENI
SILENI ESTATES



GREYROCK



WINE OF NEW ZEALAND



THE COMPANY

- ④ **A family-owned business**
- ④ **Vineyards in both Marlborough and Hawke's Bay**
 - The two largest and oldest (Hawke's Bay) wine regions of New Zealand
- ④ **Internationally acclaimed wines**
- ④ **Committed to sustainable winegrowing
(ISO 14001 certified)**
- ④ **One of New Zealand's leading mid-larger size producers
(No. 9 in production size; No. 4 private company)**

SILENI ESTATES



THE PORTFOLIO

▼ Super Premium

- ▼ Everyday, easy drinking
- ▼ Made for enjoying when young
- ▼ Rich, soft and approachable wines

▼ Principal varietals

- ▼ Sauvignon Blanc (white)
- ▼ Pinot Gris (white)
- ▼ Chardonnay (white)
- ▼ Merlot (red)
- ▼ Pinot Noir (red)
- ▼ Sparkling Range
 - ▼ Brut
 - ▼ Sauvignon Blanc
 - ▼ Pinot Gris
 - ▼ Rosé
- ▼ Small formats



▼ High value (price: quality ratio) wines

CLIMATE AND SOILS

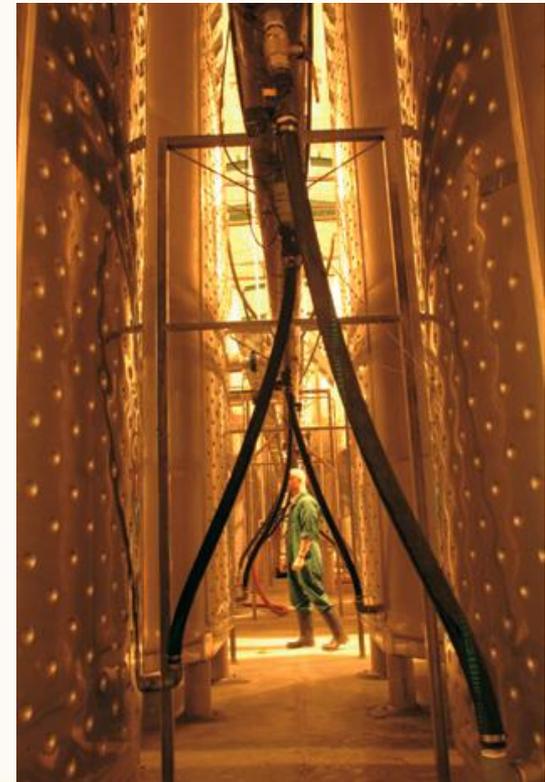
- ④ **New Zealand is a dry, Mediterranean type climate**
- ④ **High sunshine hours and low rainfall
+ high UV light**
- ④ **Cool evenings lead to slower ripening and more
intense, concentrated flavours**
- ④ **Vineyards are located at sea level (warmer) or at
higher altitude in foothills (cooler)**
- ④ **Soils of Greyrock vineyards are gravels, with a thin
layer of alluvial silt (old river beds)**

VITICULTURAL EXCELLENCE

- ④ **Genetic plant material matched to vineyard sites**
- ④ **Low yields/crop loads to provide fruit with depth and concentration of flavour**
- ④ **Labour intensive practices in the vineyard to enhance fruit quality**
 - Shoot thinning
(reduce eventual crop load)
 - Leaf plucking
(better expose bunches to sunlight)
 - Bunch thinning
(smaller number of bunches for increased flavours)
- ④ **Superior colour, flavour and concentration of the finished wine**

WINEMAKING

- ④ **Winemaking team has range of experience in France, California and New Zealand**
 - Plus complimentary scientific backgrounds of biology, microbiology/food technology and chemical engineering
- ④ **European - lighter, elegant and food friendly style**
- ④ **Whites**
 - Whole bunch pressed
 - Stainless steel fermentation
 - Barrel aging in French lightly toasted oak for Chardonnay (3 to 6 months CS, 10 months+ ES/EV)
 - Average 3 years of use of barrels



WINEMAKING continued

📍 Reds

- Hand plunged/pump over in open fermenters
- Barrel aging in French (80%) + American (20%) lightly toasted oak
- (4 to 6 months CS; 10 to 12 months ES/EV)
- Average 3 years of use of barrels



SELLING POINTS

- ④ **Excellent price value for the high quality**
 - Lower price than for same quality French wine
- ④ **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
- ④ **European style, light and elegant, food friendly wines**
 - An excellent match with wide range of Asian, European and International cuisines
- ④ **Made to enjoy young, but with cellaring potential**
 - Early and easy drinking style
- ④ **Benefits of superior screwcap closure + Zork closure (sparkling)**
 - More convenient, retains the freshness of the wine and avoids cork taint
- ④ **Internationally acclaimed**
 - Trophies and gold medals in major European, North American and Asian wine competitions

SCREWCAP BENEFITS

- ④ **The wine develops in the bottle earlier**
 - It helps to make a better wine
- ④ **The closure retains the freshness of the wine for longer**
 - Including an opened bottle for next day use
- ④ **A more convenient closure for glass pour programmes and banquets**
 - Quick and easy to open
 - No need to check for cork taint
- ④ **Avoids cork taint**
 - Ensures the wine is always exactly as the winemaker intended

WHY IS NEW ZEALAND WINE HIGHER PRICED THAN AUSTRALIA?

- ④ **Much smaller production and less economy of scale than Australia**
- ④ **Cooler climate of NZ requires much more work and labour in the vineyard**
- ④ **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
- ④ **Medium priced, lighter in style + more fresh and fruity flavoured**