



Celebrate New Zealand Pinot Noir on 18th August

If you ever needed an excuse, International Pinot Noir Day on 18th August is the perfect day to celebrate NZ's top red wine variety.

The Pinot Noir grape originates from Burgundy, where it is thought to be over 1000 years old. But through a twist of fate, Pinot Noir has found a new lease on life in New Zealand.

Pinot Noir was first planted in the Wairarapa region as far back as 1883. Things didn't really kick off until a century later, and by the late 1980s, local wine show accolades began rolling in. By the 1990's, gold medals were won in Australia, then London, and murmurings of a potential new Pinot powerhouse began traveling around the world. And now in 2019, New Zealand has cemented its place as a world-renowned Pinot Noir producer.

Pinot Noir is New Zealand wine's second biggest variety in terms of production, second only to Sauvignon Blanc, with the majority grown in Marlborough and Central Otago. In 2002 we planted 2,029 ha, but this year we recorded over 5,653 ha of prime for-the-picking Pinot. The difference in our climate is a major factor in the defining regional styles, with Pinot Noir having a host of different flavours based on where it's come from.

Pinot has established itself as Central Otago's flagship variety and it flourishes there, as extreme climate rewards careful site selection with wines of great intensity, sophistication and reputation. Though the rugged terrain may be breath-taking, it doesn't make life easy for grape growers and winemakers – this is one of the hottest, coldest and driest regions in New Zealand.

From Central Otago to North Canterbury, Nelson and Marlborough in the south, over to Wairarapa and Central Hawke's Bay in the north, our winemakers produce a dramatic and distinctive array of styles, driven from the land.

And the rest of the world has discovered it too. There has been impressive growth in export sales of New Zealand Pinot Noir in the last five years, with nearly 1.5 million cases exported in 2018. As any New Zealand wine lover will tell you; Pinot Noir is a chance we're glad we took.

Raise a glass and show us how much you #lovenzpinot on Sunday 18th August.

-Ends-

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