

April 2008



## NEWS @ The Ned

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**Welcome** once again to news @ The Ned as we write this we are coming to the end of our 2008 harvest, we have a fantastic crop and you can read more about harvest in the “news from the vineyard” section.

### The Ned Website

As we speak the website is under construction with an estimated launch date of early May, keep a watch at [www.thened.co.nz](http://www.thened.co.nz)

### Fine Wine Partners Visit

The end of March saw a small group of National Account Managers from The Fine Wine Partners, our Australian distributors – visit the property. We had a fantastic afternoon with them, hand harvesting some Pinot Noir, touring the vineyard and tasting the wines. To finish off we had a true Kiwi style BBQ followed by a very competitive round of clay bird shooting. A lot of fun was had by all!



### London International Wines and Spirits Fair

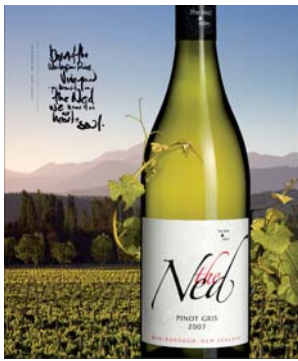
In mid May both Brent and Anton will be travelling over to the LIWSF held at the Docklands in London. The event is a great opportunity for trade customers in Europe and the UK to sample our wine and meet the winemaker and viticulturist. Anton and Brent will also use this time to visit as many other markets as they can, such as Singapore, Ireland, the UK, Germany and the Netherlands.

### Point of Sale Material and Advertising

Here are the latest images in our Art of The Vine advertising campaign. The concept behind the series is to give different seasonal views of the vineyard every few months. If you can remember the previous images were post harvest, showing the vineyard in the depths of winter. This series is named “Under a summer sky” and show the vineyard in all its summer glory.



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#### News from the Vineyard

2008 vintage is almost over for Marlborough and from all reports it has been a bumper year – We have had a great year with both Pinot Gris and Sauvignon Blanc producing more than we initially anticipated. Brent and Anton are both very happy with the fruit we have harvested and as we speak the wines are undergoing fermentation.

This year we had a superb variety of fruit from both our 3 year old and first crop vines – giving Brent a number of parcels to blend together, resulting in what he feels confident will be another year of great quality.

Anton and his team did an outstanding job balancing harvesting at the property with the winery's receivable timetable – at times a logistical nightmare but Anton did a fantastic job.

As the wines go through fermentation, Brent is really excited. The wines are showing outstanding potential already and he is confident that we will have stunning wines this vintage – with balanced acid and ripe fruit flavours.

A big thank you goes out to all the team at the vineyard – including Anne and her wonderful vintage meals that kept the boys going through the night!

We are looking to launching both the Pinot Grigio and the Sauvignon Blanc on the 1<sup>st</sup> of August.



A large, light grey topographic map of a mountain peak, 'The Ned', is the background of the page. The map shows contour lines and a central peak. The peak is labeled 'The Ned' in a large, bold, black font, with a black triangle above it and '909m' below it. The map is oriented vertically, with the peak at the top.

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#### **Falcons –Maggie and Astin**

Maggie has been hunting flocks of small birds that are in the valley at present. Both she and Astin did a fantastic job over vintage helping to reduce the bird damage on our crop. There have been sightings of her with the neighbouring male (who is Aston's brother). Richard is doing a fantastic job of caring for them on the vineyard and they look very smart with their new plumage (the falcons not Richard that is!)

The young falcons from the breeding season are exploring the area with the exception of Teresa who seems quite content to hang around her release barrel area.

That's all the news from The Ned for this month. We would love feedback on the newsletter but also any news you may have in relation to The Ned in your markets. Please send this through to Siobhan.