

## 'Thirst For' July Snippets 2015

### !!!!!!! NEW RELEASES !!!!!!!

de la terre Reserve Syrah 2013 - \$40 per bottle

A dark and brooding 'black fruit' style of Syrah, rich and concentrated with a strong backbone of fine grained tannins and toasty French oak.

de la terre Syrah 2013 - \$30 per bottle

A rich and dark style of Syrah, vibrant berry fruit with firm, fine-grained tannins, a long and persistent flavour

de la terre Chardonnay 2014 – \$24 per bottle

Concentrated palate, lively, balanced and elegant, with notes of ripe nectarine and peach and hints of pineapple and banana

de la terre Viognier 2014 - \$24 per bottle

Flavours of honey, lychees and citrus dominate with a long, clean and crisp finish.

More information about these and all our wines is available on our website <http://delaterre.co.nz/>

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Winter is here and we are now closed until September (open by appointment only). Gracie is happy we are closed – she curls up in front of the fire as often as she can – a good place for a puppy that hates the cold.

But we won't be sitting back and relaxing too much. We have a busy few months planned – there are red wines to be bottled from the 2014 vintage, white wines to be bottled from this vintage, and of course, the 2013 *blanc de blancs methode* to be disgorged and labelled, ready for our Spring release.

We have finally started construction of the pizza oven – the location has moved after a visit to the Hastings District Council (it needs to be a minimum of 5 metres from the buildings), so it is now on the other side of the courtyard. We recently acquired 2 corrugated copper tanks that were once part of a still at a local winery, so the move gives us plenty of room to incorporate them into the design. We have also started construction of a gazebo in front of the winery which we will develop into a children's play area.

We have started working on our sales and marketing strategy. We have reviewed our pricing, benchmarking our product against other Hawke's Bay wines - a very interesting exercise to do. The result is that we are increasing our prices – a reflection of the quality of our product and the very small volumes we produce compared to similar, locally produced wines. The new pricing is effective from 15<sup>th</sup> July 2015.

All our wines are now listed on our website <http://delaterre.co.nz/> We will be adding tasting notes and some technical information about the winemaking in the next few weeks.

Keep warm and dry over Winter and enjoy some fine wines.