

MORTON ESTATE

NEW ZEALAND WINES

With vineyards in the prime wine-growing regions of Hawkes Bay and Marlborough, Morton Estate has built a reputation for consistently producing some of New Zealand's most exceptional wines, confirmed by numerous awards and accolades in the most rigorous international wine competitions.

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MORTON ESTATE

PRODUCE OF NEW ZEALAND



NEW ZEALAND  
WINES

12.5% VOL

VINTED AND BOTTLED BY MORTON ESTATE WINES LTD.  
2 MOUNTAIN ROAD, AUCKLAND, NEW ZEALAND

750ML



## THE FLAVOURS OF NEW ZEALAND

New Zealand's reputation for producing wines of international distinction follows a long tradition of growing food of exceptional flavour intensity.

This intensity comes from a unique combination of rich, free-draining volcanic soils and an environment that is largely unspoilt and pristine.

But perhaps the most telling factor is New Zealand's temperate, maritime climate. Winters are mild and summers notable for their absence of periods of intense heat which can diminish flavour intensity.

It is little over two decades since the consensus of international wine opinion suggested that new world wines, such as those from New Zealand, would never achieve the finesse of classical wines from the old world.

However, recent history has proved this incorrect.

New Zealand wines have achieved world recognition not because they mimic the style of old world wines.

But because they have introduced new styles and new combinations of different kinds of flavours.



## MORTON'S ESTATES

Morton Estate vineyards are concentrated in Hawkes Bay on the east coast of the North Island, and Marlborough on the northern tip of the South Island.

Both of these regions are well recognised for their outstanding whites: Marlborough consistently producing the world's most awarded Sauvignon Blancs, and Hawkes Bay, best known for its Chardonnays which have consistently featured at the London International Wine Challenge for the last decade.

Yet small pockets within both these regions are now producing equally outstanding reds, specifically Cabernet Sauvignon and Pinot Noir. Wine Spectator magazine called New Zealand Pinot Noir "the classic cool climate red."

In recent times, the wine growing potential of these regions has come under ever closer scrutiny from the world's most influential wine producers, with the result that most suitable wine growing land is now under the influence of overseas companies.

Morton Estate is one of New Zealand's top three producers of wine, but it is the only company within this group that is independent, privately owned and fiercely committed to wine making as an art, not just a business.

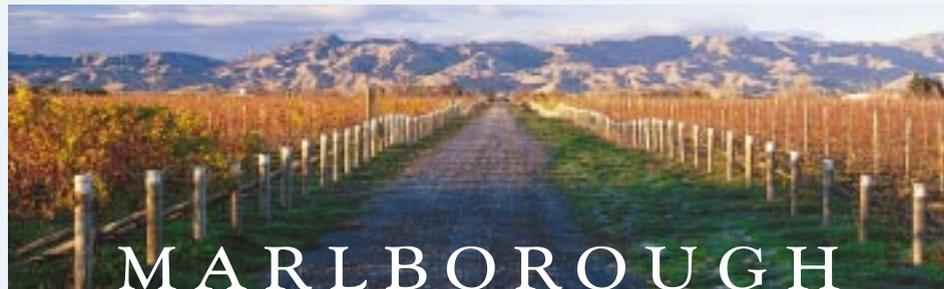
THE SALES AND MARKETING OFFICE IS LOCATED IN AN HISTORIC BUILDING IN CENTRAL AUCKLAND, NEW ZEALAND'S LARGEST CITY.

A WINERY ALONG WITH THE BOTTLING AND WAREHOUSING FACILITY ARE IN KATIKATI ON THE SITE WHERE THE ORIGINAL MORTON ESTATE VINEYARD WAS ESTABLISHED IN 1978.

## NEW ZEALAND'S PREMIER WINE GROWING REGIONS

MORTON ESTATE HAS SEVERAL VINEYARDS IN HAWKES BAY WHICH IS ALSO THE LOCATION FOR A STATE-OF-THE-ART CRUSH FACILITY AND BLACK LABEL CELLAR, ALONG WITH THE COMPANY'S EXTENSIVE NURSERY.

MORTON'S STONE CREEK VINEYARD IN MARLBOROUGH ENJOYS THE MOST SUNSHINE HOURS IN NEW ZEALAND.



## MARLBOROUGH

Morton Estate's Stone Creek vineyard on the northern tip of the South Island enjoys the highest number of sunshine hours in New Zealand.

Long, cool nights help support a slow ripening process which adds to the distinctive grape flavours in an area renowned for Sauvignon Blanc and Pinot Noir.

The overall terroir, in terms of soil, temperature and rainfall provide unique growing conditions.

	MARLBOROUGH	HAWKES BAY
DAY DEGREES ABOVE 10° WITH 19° CUT OFF	1110	1315
AVERAGE SUNSHINE HOURS	1604	1583
AVERAGE RAINFALL	347MM	700MM
DAILY MEAN TEMPERATURE OCTOBER – APRIL	15.2°	16.4°
DAILY MEAN TEMPERATURE MAY – SEPTEMBER	8.6°	10°



## HAWKES BAY

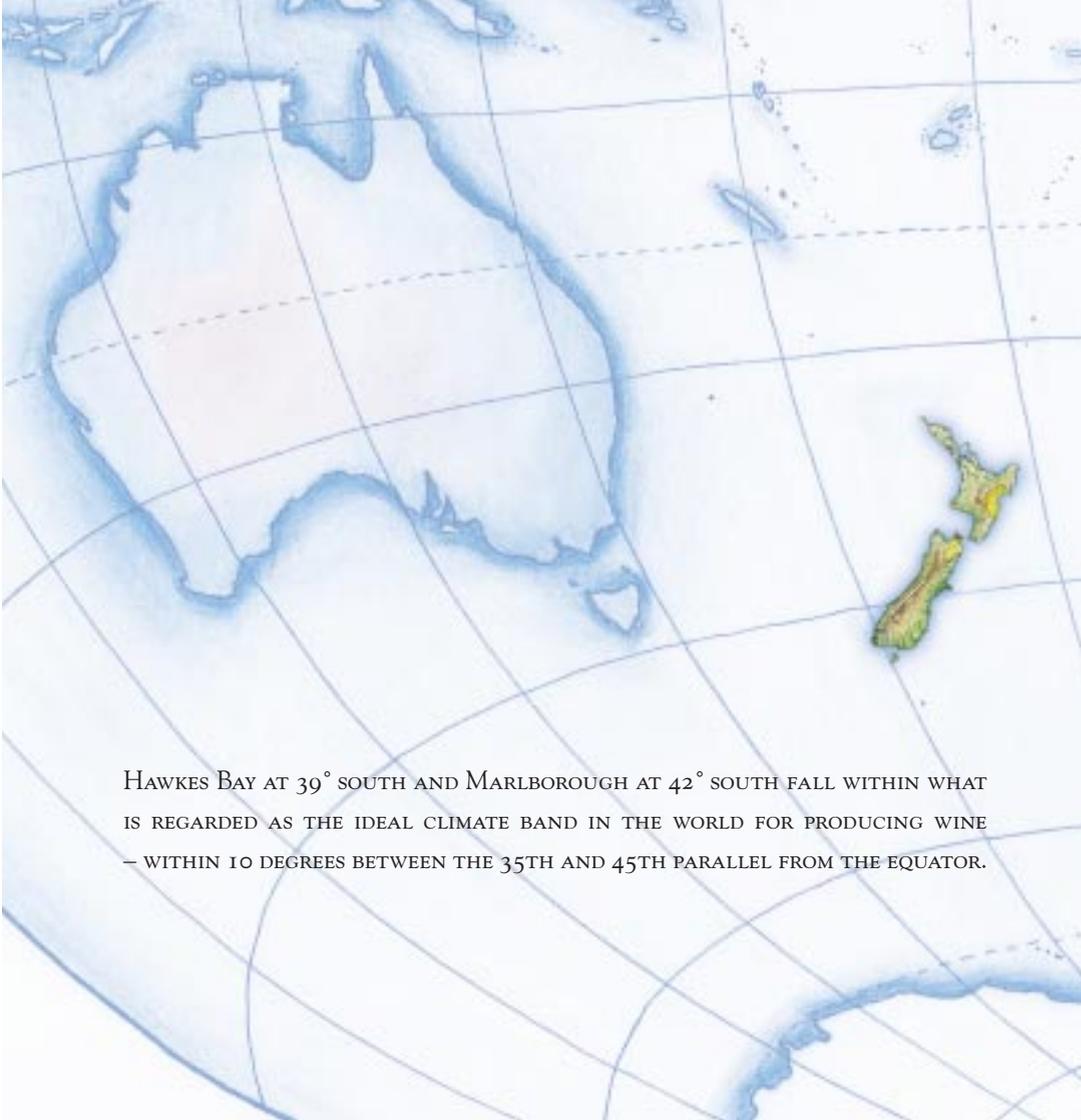
Situated on the east coast of the North Island, Morton Estate's vineyards in Hawkes Bay are among the first vineyards in the world to greet the new day. Warm and dry, they enjoy high sunshine hours and are protected by ranges from New Zealand's predominant westerly wind.

Near the coast, afternoon sea breezes create a cooler band, whereas inland, vineyard sites are warmer. Further inland, as altitude increases, vines experience a greater daily temperature range heating up and cooling more rapidly.

Overall, the range of temperatures, rainfall and soil types combine to create microclimates that have been proven ideal for many different styles of wine.

*Free-draining stony soils characterise the Hawkes Bay region.*





HAWKES BAY AT 39° SOUTH AND MARLBOROUGH AT 42° SOUTH FALL WITHIN WHAT IS REGARDED AS THE IDEAL CLIMATE BAND IN THE WORLD FOR PRODUCING WINE – WITHIN 10 DEGREES BETWEEN THE 35TH AND 45TH PARALLEL FROM THE EQUATOR.



## RIVERVIEW



Moderately elevated and facing east-north-east, Riverview's free-draining shingle plains in Hawkes Bay slope gently to the flinty Ngaruroro river. It receives the sun early in the morning, and the upper terraces are particularly warm as they are protected by hills from the predominant westerly wind.

Riverview has been described as “the jewel in the crown” of Hawkes Bay vineyards and consistently produces exceptional Chardonnay and Pinot Noir.

The legendary 1995 Black Label Chardonnay, awarded gold and the trophy for “best chardonnay in the world” at the London International Wine Challenge, originated in Riverview.

MAIN GRAPE VARIETIES: *Pinot Noir*, *Sauvignon Blanc*, **Chardonnay**.



## COLEFIELD



Slightly more elevated than Riverview, Colefield is the coolest of Morton's Hawkes Bay vineyards. While the site is flat and receives all day sun to warm the deep, shingly soils, it is relatively exposed to wind which tends to keep the upper part of the vines cooler.

The growing conditions are particularly suited to Sauvignon Blanc and Pinot Noir. Colefield consistently produces outstanding examples of these, with the Sauvignon Blanc exhibiting strong, tropical aromas of passionfruit and gooseberry, and Pinot Noir notable for aromas of black cherries and plums.

MAIN GRAPE VARIETIES: *Sauvignon Blanc*, **Pinot Noir**



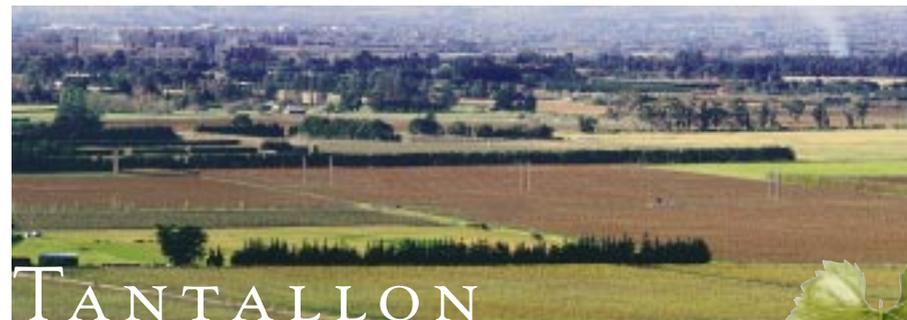


Kinross is Morton's largest Hawkes Bay vineyard. Facing south on the banks of the Ngaruroro River, it is a little warmer than Colefield and around 2°C cooler than Riverview. The site doesn't receive sun until later in the morning, but total sunshine hours are still high as it receives more afternoon sun than the other vineyards.

Deep, free-draining alluvial soils produce fruit that generally exhibits flavours that are fresh, young and intense.

#### MAIN GRAPE VARIETIES:

Pinot Noir, Sauvignon Blanc, Chardonnay, Riesling, **Pinot Gris**.



One of the warmest of Morton's Hawkes Bay vineyards, Tantallon enjoys all day sun and also the lowest rainfall at around 700mm per annum. In cooler years, it produces excellent Chardonnay with intense fruit flavours. Tantallon has also produced outstanding Merlot, typified by plummy, blackberry flavours. While some Hawkes Bay vineyards may experience extreme temperatures in hot years, Tantallon is sufficiently close to the coast to get relief from cooling sea breezes.

MAIN GRAPE VARIETIES: Chardonnay, **Merlot**.





## CAMPBELL'S BROOK

The rolling hills to the south shelter Campbell's Brook from cool winds and also act as a thermal reflector directing the sun back to the vineyard.

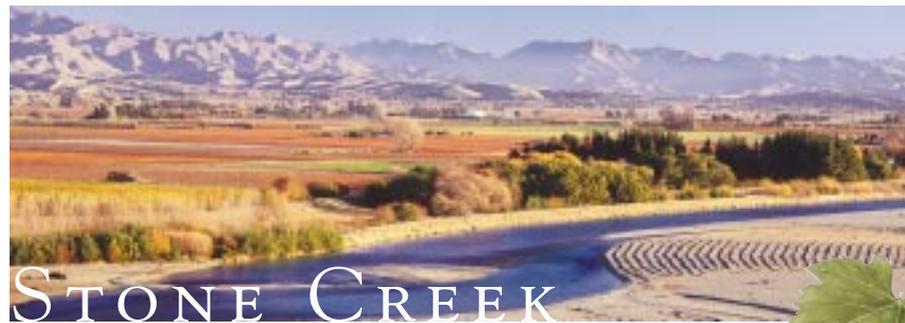
The site gets all day sun and is the warmest of all Morton's Hawkes Bay estates.

Nestled at the foot of a hill, this uniquely protected site rarely experiences frost and has a lower rainfall than many of the other vineyards.

Bordeaux style reds do extremely well in the free-draining alluvial soil.

### MAIN GRAPE VARIETIES:

Chardonnay, Merlot, Cabernet Franc, *Cabernet Sauvignon*.



## STONE CREEK

Morton's Stone Creek vineyard is situated on the shingle plains on the banks of Wairau River in the heart of Marlborough's Wairau plains, the home of internationally acclaimed Sauvignon Blanc.

Enjoying more sunshine hours than Hawkes Bay, fewer heats units and less diurnal variation, this site consistently produces fruit of exceptional quality and flavour.

Typical vintages exhibit tropical exuberance, crisp flavours and pungent, herbaceous aromas.

MAIN GRAPE VARIETIES: Chardonnay, Riesling, *Sauvignon Blanc*.





## KATIKATI AND MORTON HOUSE

Morton Estate's original Cape Dutch style winery, near Katikati in the North Island, was built at a time when the New Zealand wine industry was still very much in its infancy.

Convinced of the potential of New Zealand as a wine-growing region, Morton Brown, a successful kiwifruit farmer, established a modest 28 acre vineyard there.

While the wine growing is now centred in Hawkes Bay and Marlborough, Katikati retains an important role in Morton Estate's operation. A new winery was built there in 2000 and the bottling plant and warehouse facility are also located there.

Morton's head office is an historic building in Auckland, New Zealand's business capital and gateway to world markets. Originally the head office of New Zealand's largest brewery, the building has been carefully restored and features a unique barrel room for private tasting and entertaining.





*Established in 1978* by kiwifruit farmer Morton Brown, the original Morton vineyard in Katikati produced its first vintage in 1983.

The following year Morton Estate's *first Black Label Chardonnay won gold at The 1984 Royal Easter Show*, New Zealand's premiere national wine competition. The subsequent vintage achieved the same result.

Significantly, in both years, Morton Estate was also awarded the overall trophy for the highest average points for all wines entered.

*Morton Estate won gold again at the 1986 Royal Easter Show* and for the first time, also

achieved international recognition, winning two gold medals for Chardonnay and Fume Blanc at Australia's 1986 Melbourne Wine Show.

In the following three years, Morton Estate continued to enjoy a string of successes at various national and international events, winning gold medals every year as well as trophies for the best white wine and best wine overall.

International achievements in 1987 included a *gold for the 1985 Black Label Chardonnay at London's International Wine and Spirit Competition*, and a gold for Morton Methode Champenoise in the Sydney Top 100.

*In 1988, the Riverview Estate in Hawkes Bay was acquired.* It has since proved to be the single most successful vineyard in the region and has become renowned internationally, most notably for its Chardonnays.

Shortly thereafter, the company also acquired the Stone Creek site in Marlborough's Wairau plains, the home of some of the world's most highly acclaimed Sauvignon Blanc.

While white wines were responsible for most of Morton's early successes, the early 90s were notable for the emergence of Morton reds, particularly Cabernet Sauvignon, Merlot and Cabernet Merlot

blends all of which won gold medals at national and international level.

*In 1991, Morton Estate was invited to pour at the prestigious New York Wine experience.* Invitations are reserved exclusively for wineries that are considered by the organisers to be the top 200 or so chateaux in the world.

Since then, Morton has been invited to this event on two further occasions, in 1999 and 2001.

*By 1994, Morton's Estates had been further expanded* through the acquisition of two additional vineyard sites in Hawkes Bay.

The following year, the company was purchased

by current owners Alison and John Coney who subsequently embarked on a major development programme.

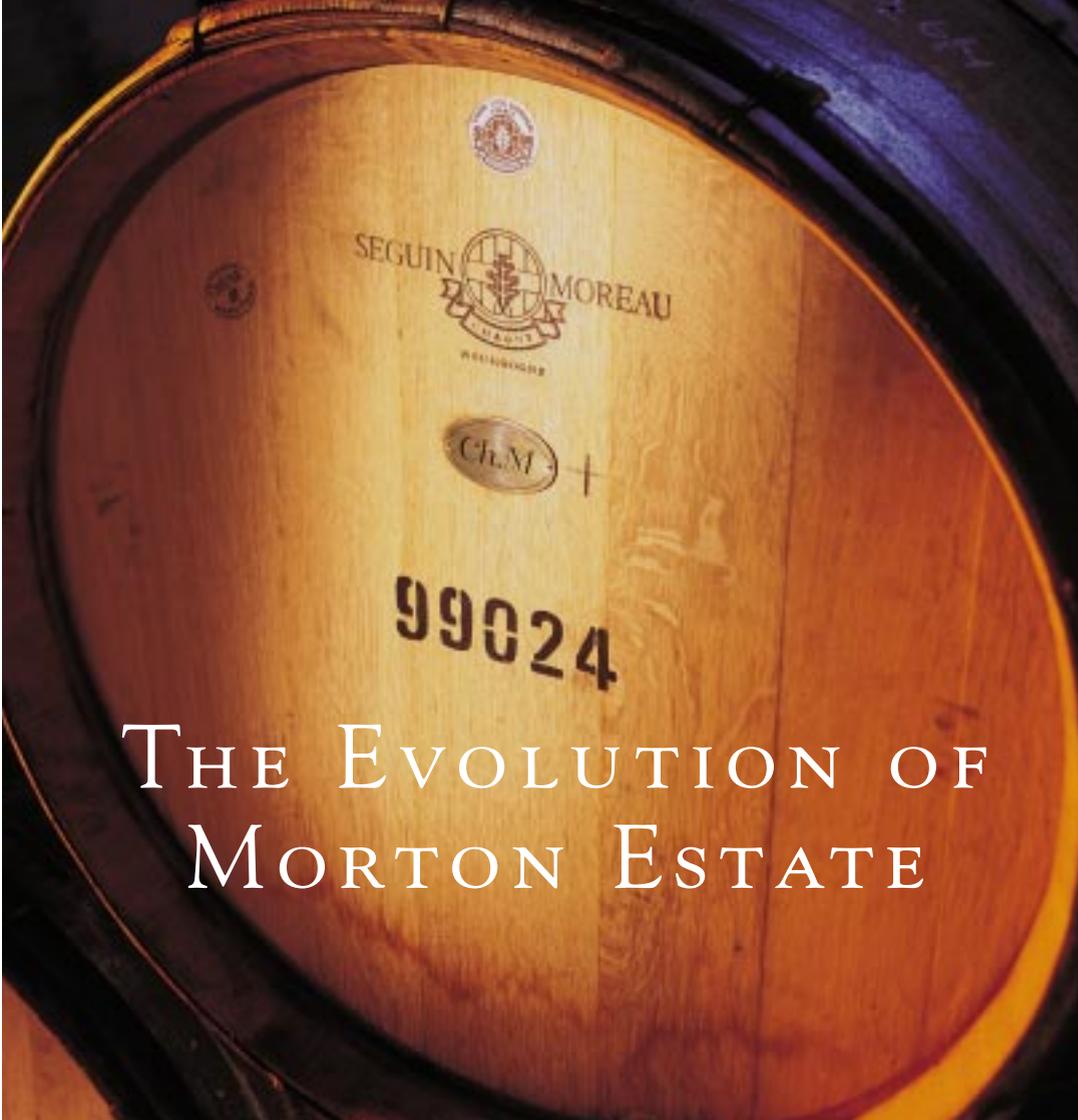
*In 1996 a new crush plant was built at Riverview* and the historic building in Auckland now known as Morton House was purchased and refurbished.

Morton Estate wines continued to win many accolades throughout the 90s. But it was in 1997 that the company reached a pinnacle of international achievement when the *1995 Black Label Chardonnay won gold at London's International Wine Challenge*, a 94

point rating by Wine Spectator magazine and the trophy for *"best Chardonnay in the world"*.

The subsequent vintage also won gold at the International Wine Challenge the very next year. The consistency of Morton Estate Chardonnays has been well proven with every vintage from 1995 to date achieving 90+ rating points by Wine Spectator.

Development and expansion of Morton's estates continued throughout the late 1990s, with further vineyard sites being acquired. A new warehouse facility was built at Katikati in 1999 and a new winery the following year.



# THE EVOLUTION OF MORTON ESTATE



## AN INTERNATIONAL REPUTATION FOR EXCELLENCE

Morton Estate appears on the wine lists of some of the most respected restaurants and hotels throughout the world, including the following:

- LES BOOKINISTES – PARIS
- ASIA DE CUBA – NEW YORK
- MONTAGE – SAN FRANCISCO
- THE SAVOY – LONDON
- CHEZ NICO – LONDON
- THE RITZ – LONDON
- THE BANK – LONDON
- PEAK CAFE – HONG KONG
- DE BOKKEDOORNS – AMSTERDAM
- PORTS O' CALL, THE SHERATON – FIJI
- HUKA LODGE – NEW ZEALAND
- TOKYO AMERICAN CLUB – JAPAN



WHAT THE  
EXPERTS ARE  
SAYING

“Barely a blip on the American wine drinkers’ radar a couple of years ago, New Zealand has burst onto the scene with a seemingly endless supply of racy Sauvignon Blancs, distinctive Chardonnays and even a few eye catching reds”.

WINE SPECTATOR MAGAZINE

“Beautiful, complex wine with plenty of attractive bottle development including a lovely toasty, mealy, nutty complexity. A complete Chardonnay with all the virtues: elegance, power, complexity, a great texture and impressive length. 5 stars.”

BOB CAMPBELL, MASTER OF WINE, REVIEWS A MORTON ESTATE BLACK LABEL CHARDONNAY IN CUISINE MAGAZINE

“Top-class work and a cool climate are making New Zealand’s wines great”.

DECANTER MAGAZINE

“Marvellously open-textured and flavourful, this lush mouthful of pear, passionfruit and spice flavours on a racy frame is supported with the pleasant zing of citrusy acidity”.

WINE SPECTATOR MAGAZINE REVIEWS MORTON ESTATE 1996 BLACK LABEL CHARDONNAY



In little over two decades, Morton Estate has established an international reputation for consistently producing New World wines of exceptional character, originality and finesse.



The numerous medals and trophies awarded to Morton Estate is a testament to their quality.



The most notable among these successes are the Chardonnay Trophy at the London International Wine Challenge and Morton Estate's consistently high ratings by Wine Spectator magazine, many vintages scoring over 90 points.

Morton Estate is one of the very few winemakers that have been invited on three separate occasions to pour at the New York Wine Experience, an invitation limited to what are considered to be the world's top 200 chateaux.



Morton Estate  
Black Label  
Hawkes Bay  
Chardonnay  
1995

Chardonnay Trophy

*The trophy of the London International Wine Challenge is considered one of the most prestigious wine awards in the world.*