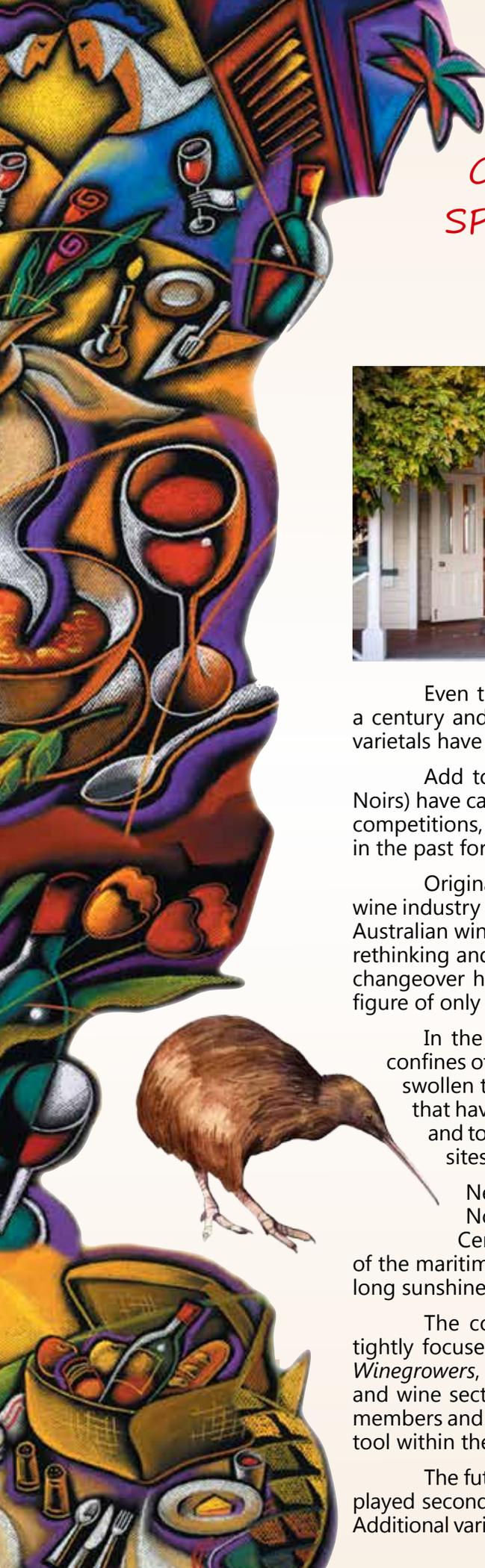


GOLD MEDAL WINE CLUB

# Taste the Adventure!

New Zealand





A COUNTRY UNLIKE ANY OTHER,  
NEW ZEALAND'S UNIQUE SOIL,  
CLIMATE, TOPOGRAPHY, PIONEERING  
SPIRIT AND COMMITMENT TO QUALITY  
ALL COMBINE TO CREATE A WINE  
LAND OF EXCITING DISCOVERY.



Even though New Zealand's actual winemaking history dates back more than a century and a half, it is interesting to note that wines made from classic European varietals have only been available since the 1980's.

Add to that fact that the island country's Sauvignon Blancs (and lately Pinot Noirs) have carried the load for the smallish wine producer in international markets and competitions, you can easily see just how far New Zealand's wine production has come in the past forty-plus years.

Originally designed to serve New Zealand's domestic wine market, the country's wine industry reeled when its government removed the barriers against overseas wines. Australian wines moved in and were on an equal footing by 1990. This action caused a rethinking and reestablishment of New Zealand's wine export program. The successful changeover has resulted in an incredible increase of \$NZ 1.5 billion from its starting figure of only \$NZ 18 million at the implementation of the export program.

In the early 1990's, fewer than 100 wineries were operating within the confines of the Southern Hemisphere country. By latest count, that number has swollen to more than 670 wineries that produce a large number of varietals that have won recognition and high approvals in international competitions and today grace many restaurant selections in numerous high caliber eating sites around the world.

New Zealand's landscape extends some 1,000 miles from sub-tropical Northland (36° S) to the world's most southerly grape growing region Central Otago (47° S). Vineyards benefit from the moderating effect of the maritime climate (no vineyard is more than 80 miles from the ocean) with long sunshine hours and nights cooled by sea breezes.

The country has also benefitted by the formation of a well-run and tightly focused organization to benefit its wine industry. Called *New Zealand Winegrowers*, the group is the national association for New Zealand's grape and wine sector. The organization currently has approximately 850 grower members and 700 winery members making it a most formidable marketing tool within the international wine community.

The future is extremely bright for the island country that has long played second fiddle to its larger neighbor to the northwest, Australia. Additional varietals are mushrooming into favor led by an excellent Pinot



Noir and blends of Merlot and Cabernet Sauvignon. Water is not as much a problem in New Zealand as it is in Australia, a definite advantage for the fledgling Kiwis of New Zealand.

According to a recent survey by Vivino, while Australia easily outranks New Zealand in terms of production, New Zealand's wines actually scored higher 3.72 to 3.57 in terms of quality, a definite plus for the smaller country.

New Zealand is also quite fortunate in that wine consumers worldwide are generally keen to try new selections and wines that originate from lesser known growing areas. When the cost factor becomes a consideration, New Zealand's excellent pricing structure provides an additional element of satisfaction, particularly in the red wine arena.

It is compelling to try New Zealand's emerging red wines and also its flagship Sauvignon Blancs that have given the country a positive position of respect in the world's wine markets.

It is our pleasure to introduce these fine wines for our *International Wine Club* members. We know you will enjoy these great selections from Mission Estate Winery (see Spotlight Section)!



### Region Spotlight: Hawke's Bay

Located on New Zealand's North Island, the vineyards of the Hawke's Bay region is the country's second largest growing area. The climate is very sunny, with heat summations somewhere between Burgundy and Bordeaux, while the maritime influence tempers hot summer days and permits a long growing season. The surrounding high country offers wind protection for the vines and makes Hawke's Bay a world-class growing area. There are more than seventy



working wineries in Hawke's Bay that produce mostly red wines (the region produced almost 90% of the entire country's Merlot, Cabernet Sauvignon and Syrah as recently as last year).

Hawke's Bay covers a total land area of slightly over 54,000 square miles with just over 215 miles of Pacific Ocean coastline. Vineyards are concentrated around the Hastings and Napier cities within sheltering inland ranges although more are being planted over a larger area to the North and South.

Over thousands of years, the four major Hawke's Bay rivers moved and formed valleys and terraces to create over 25 different soil types from clay loam, to limestone to sands and free draining gravels and red metal. Altitude within Hawke's Bay ranges from sea level to over 600 feet inland. Warm north-facing hillsides, river valleys and terraces, and coastal areas provide a diversity of low vigour (perfectly balanced ratio of fruit to leaves to canes) vineyard sites suitable for a diversity of varieties.

## WINE REGIONS OF NEW ZEALAND

New Zealand's diverse climate, wide-ranging terrain and collection of experienced viticulturists has led to an array of top-class wine growing regions, stretching from the far north to the deep south. Although there are huge contrasts within the country, from subtropical in the north to almost arctic in the highest areas of the south, New Zealand enjoys a mostly temperate, maritime climate that has a strong influence on the country's predominantly coastal vineyards (no vineyard is more than 80 miles from the ocean). New Zealand's wines are renowned for their purity, vibrancy, and intensity, achieving a wonderful balance between full flavor development and fresh natural acidity.

\*Hawke's Bay is New Zealand's second largest wine region and the country's oldest wine region, with plantings dating back to 1851. It is a large and diverse region capable of producing a wide range of varieties to a very high standard. Although the region is perhaps best known for its red Bordeaux-style blends, its whites and Pinot Noirs are consistently impressive as well.



# New Zealand: Fun Facts!

- New Zealand's Central Otago is the world's most southerly grape growing region.
- Vines were first planted in New Zealand during colonial times in 1819.
- The *Maori* name for New Zealand is *Aotearoa*, which means the land of the long white cloud.
- One third of New Zealand's land is protected by the Department of Conservation.
- Two-thirds of New Zealand's wine production is white.
- 9:1 is the ratio of sheep to people in New Zealand - the highest in the world.
- In 1893, New Zealand became the first country to give women the right to vote.
- About 90% of New Zealand wineries are bottling wines with screw cap closures.
- This month's featured winery, *Mission Estate*, is New Zealand's oldest existing vineyard, which makes Hawke's Bay the country's oldest wine producing region.
- New Zealand is part of a 93% submerged continent known as *Zealadia*.
- The silver fern is native to New Zealand and is commonly associated with the country. The symbol is also often used in Maori artwork.



## Photos, top to bottom, left to right:

- The grand entrance to New Zealand's Mission Estate Winery, this month's featured International Wine Club selection, offers visitors a step into the history of New Zealand winemaking.
- The Mission Estate Winery is housed in an elegantly restored historic seminary building with sweeping views of Napier. It is the most visited winery in the country!
- Kiwis are flightless birds native to New Zealand. They are a national symbol and the association is so strong that the term 'Kiwi' is used internationally as slang for New Zealanders.
- Mission Estate wines are matured in the highest quality French oak barrels.
- An aerial view of the Mission Estate shows off the extensive property and surrounding vineyards.
- Mission Estate is a leading force in traditional, sustainable, and precision viticulture. The winery owns three Hawke's Bay vineyard properties and one in the Marlborough region.



## THE FLAG OF NEW ZEALAND



Adopted as the national flag in 1902, the New Zealand flag is the symbol of the realm, the government, and the people of the country. The British Union Jack in

the upper left corner honors New Zealand's historical origins as a British colony and dominion. The four stars represent the constellation of *Crux*, the Southern Cross, which emphasizes New Zealand's location in the Southern Pacific Ocean (the constellation can usually only be viewed from the southern hemisphere).

There have been numerous calls in the last few decades for New Zealand to adopt a new flag. Some people argue that the current flag is too similar to the Australian one or that it is no longer appropriate for the Union Jack to dominate the space. In 2016, for the first time, New Zealanders voted on their flag and opted to remain with the current design.



Add it to your  
shipment of wines  
for just **\$34.95!**

## Taste the Adventure!

Our unique "Adventure Package" takes you beyond the wines to experience delectable selections of imported gourmet treats from the featured country. We take the time to search out regional delights to pair with the wines. All products are exclusive imports that represent the wine region along with the local culture.

**NEW ZEALAND'S OLDEST WINERY AND THE BIRTHPLACE OF NEW ZEALAND WINE, MISSION ESTATE BLENDS TRADITIONAL FRENCH WINEMAKING TECHNIQUES WITH THE LATEST CUTTING EDGE TECHNOLOGIES.**



When you consider it is more than 160 years old, you can understand why Mission Estate Winery is considered the cornerstone of the modern New Zealand wine industry.

The story begins way back in 1838 when a group of French Marist (Society of Mary) missionaries sailed to New Zealand to tend to the souls of the island's inhabitants. The group eventually found Hawke's Bay on New Zealand's North Island's east coast and

established the nation's first winery that primarily made sacramental and table wines.

Mission Estate Winery sold its first commercial wines in 1870, a collection of mostly dry reds. Since its inception Mission Estate Winery has remained true to the traditions established by the early French winemaking pioneers. Many of the Marist Brothers have returned to France throughout the years to study viticulture and learn winemaking skills.



In 1880, a new two-storied house was built and named La Grande Maison (The Big House). In 1897, the 800-acre Mission Estate was purchased and additional vines planted. In 1909, a decision was made to move the Mission community and La Grande Maison to its present site. The building was cut into eleven sections, rolled on logs and pulled by traction engines, a journey that took two days to complete.

On February 3rd, 1931, an earthquake (7.9 on the Richter scale) struck the area and caused the deaths of nine members of the Marist order. The damaged sections of the Mission community were immediately repaired and are still in use today. A beautiful wooden chapel was built shortly after the earthquake that is a show point of the entire Mission Estate grounds.

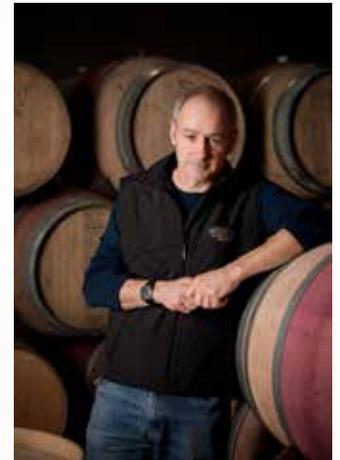
Today, La Grande Maison on the Mission Estate plays host to more than 130,000 annual visitors who enjoy what is considered New Zealand's ultimate wine experience. A much-respected Mission Restaurant is open for both lunch and dinner and offers an excellent opportunity for wine and food pairings.

Mission Estate also practices sustainable winegrowing and utilizes an environmental management system that leads New Zealand in sustainability. It also owns three estate vineyards, each with different soil structures that provide fruit for the company's Reserve Programs. Each site differs in climate and provides a myriad of contrasting elements that provide status and significance to the Mission Estate Reserve portfolio.

**Winemaker:  
Paul Mooney**

Born in Alexandra, Central Otago in southern New Zealand, Paul Mooney has been the winemaker for Mission Estate for over thirty years. This makes him one of the most experienced winemakers in New Zealand! His winemaking philosophy is strongly influenced by his mentor, Brother John, who trained in Bordeaux during the 1960's, and also Mission Estate's 160+ year old French heritage. Paul has a strong focus on making approachable, understated wines that reflect their sense of place. He also believes in sustainability and helped Mission Estate gain their sustainability credentials in 1998. In 2014, the winery earned its organic certification which has elevated the wine quality even further.

Paul Mooney has a Bachelor of Science degree from the University of Waikato and worked as a geophysics technician and a trainee engineer prior to joining the wine industry.



The International Wine Club features exclusively imported hard-to-find wines of the world strictly for members of the Gold Medal Wine Club.



1-800-266-8888  
www.goldmedalwineclub.com



**The Gold Medal Wine Store**  
*Instant! Membership Rewards saves you  
 17% to 35% off Mission Estate wines!\**

**89 POINTS**  
 -Bob Campbell

**4 STARS**  
 -Sam Kim of Wine Orbit

**SILVER MEDAL**  
 -China Wine & Spirits Awards

**Exclusive Import**  
 Available only through  
**Gold Medal Wine Club**



**Mission Estate 2014 Pinot Noir Reserve**

*Marlborough, New Zealand*

Pinot Noirs from the Marlborough region of New Zealand are characteristically fresh with subtle acidity and bright, balanced flavors of raspberry, cherry and plums. These wines are especially known for capturing the ideal balance of Old World structure and elegance with New World power and intensity. The Mission Estate 2014 Pinot Noir Reserve was crafted with fruit from an estate vineyard in the Awatere Valley of Marlborough, New Zealand. Bright ruby red in color, this Pinot Noir opens with a sweet floral bouquet of red cherries, strawberries, and spicy notes. The palate is softly textured and medium bodied, carrying an abundance of sweet fruit flavors and ripe, silky tannins that linger on a rich, long finish. Enjoy now until 2022.

**Save**  
**17%-28%**

Membership Level	Retail Price	Number of Bottles Ordered:		
		2+	6+	12+
2 & 3-Btl. Members:	<del>\$35.00</del>	\$29.00	\$27.33	<b>\$26.50</b>
4+Btl. Members:		\$29.00	\$26.50	<b>\$25.25</b>

**TROPHY AWARD  
 + GOLD MEDAL**  
 -Air New Zealand  
 Wine Awards

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**Mission Estate 2014 Cabernet Franc Reserve**

*Hawke's Bay, New Zealand*

Cabernet Franc is oftentimes an underrated wine variety, standing in the shadows of the popular Cabernet Sauvignon in the Bordeaux wine family. It is used in many Bordeaux-style blends, and rarely singled out on its own, but it is recently and rightfully gaining a following as winemakers experiment with its versatile style. Produced from an older vineyard in Hawke's Bay, the Mission Estate 2014 Cabernet Franc Reserve is all about big structure, a full body, and robust fruit flavors. Aromas of dark fruit, fine spicy oak, and floral perfume complement the bold palate with notes of cassis, sweet cedar, dark red fruit, and spices. Sweet ripe fruit notes linger on the finish. Aged 12 months in oak. Enjoy now until 2024.

**Save**  
**18%-28%**

Membership Level	Retail Price	Number of Bottles Ordered:		
		2+	6+	12+
2 & 3-Btl. Members:	<del>\$38.00</del>	\$31.00	\$29.33	<b>\$28.50</b>
4+Btl. Members:		\$31.00	\$28.50	<b>\$27.25</b>

**92 POINTS**  
 - Bob Campbell

**91 POINTS**  
 - Sam Kim of Wine Orbit

**4 STARS**  
 - Michael Cooper's  
 Buyer's Guide

**Exclusive Import**  
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**Mission Estate 2014 Sauvignon Blanc Reserve**

*Hawke's Bay, New Zealand*

Sauvignon Blanc is a varietal with superstar status in New Zealand, having dazzled wine critics throughout the world and setting the international benchmark for the style with pungent aromatics and explosive flavors. Mission Estate's 2014 Sauvignon Blanc Reserve is a classical barrel-aged style with a full body, incredible complexity and ageability. Pale yellow in color, the wine opens with aromas of spice, lime, guava and pineapple. The palate is bone dry, showing fresh acidity and a 'zing' of bright fruit flavors that lead into a full, clean, long finish. Try pairing this New Zealand Sauvignon Blanc with seafood, shellfish, and crunchy summer salads with citrus and vinegar based dressings. 92% Sauvignon Blanc, 8% Sémillon. Enjoy now until 2019.

**Save**  
**18%-35%**

Membership Level	Retail Price	Number of Bottles Ordered:		
		2+	6+	12+
2 & 3-Btl. Members:	<del>\$22.00</del>	\$18.00	\$16.33	<b>\$15.50</b>
4+Btl. Members:		\$18.00	\$15.50	<b>\$14.25</b>

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 Reorder toll free: 1-800-266-8888

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