

Latest News from Lawson's Dry Hills – July 2018



Here's our latest news as we pass the halfway point in the year. Where does the time go? We read reports of hot weather in Europe as we slowly freeze here....! Thank you for your ongoing support of our wines.

Sion and the LDH team

Appellation Marlborough Wine

The protection of 'brand Marlborough' has been under discussion for some years but with a further proliferation of Marlborough Sauvignon Blanc labels over recent times, a group of key industry people led by Ivan Sutherland of Dog Point Vineyards, have been spurred into action.

Under the name Appellation Marlborough Wine (AMW), the aim of the initiative is to protect the integrity, authenticity and brand value of wines produced in Marlborough. The initial focus is on Sauvignon Blanc only.

Please see the media release attached separately or click on this link <https://bit.ly/2uLxQOS>

Reviews from The Wine Advocate by Joe Czerwinski

2017 Lawson's Dry Hills Reserve Sauvignon Blanc Rating: 91

The 2017 Reserve Sauvignon Blanc tones down the variety's effusive notes by including a portion of puncheon-fermented fruit. As a result, there's some delicate notes of pencil shavings framing grapefruit aromas and flavors. It's medium to full-bodied, with a lingering, citrusy finish.

2017 Lawson's Dry Hills Sauvignon Blanc Rating: 90

Classy aromas of gooseberries, snow peas and nectarine burst forth on the nose of the 2017 Sauvignon Blanc. This plump, medium-bodied white is tailor-made for summertime drinking, with vibrant fruit that will stand up to a cold refrigerator, yet it has enough complexity to satisfy when served at warmer temperatures.



Our support for sailing continues

Coming up in November is the Royal New Zealand Yacht Squadron Charity Regatta and we have entered a crew!

Funds raised from this event will support the Sir Peter Blake Trust's Young Blake Expeditions – taking young New Zealanders on life-changing environmental adventures that follow in the footsteps of Sir Peter Blake. It will also support the RNZYS International Sailing Fund that helps our most talented youth sailors take their yachting careers to the international stage, as we all work towards protecting our oceans, together.



If sailing is an important part of your region, then do please let Belinda know and we can see what support we can provide.

Christchurch Art Show

This is our fourth year of sponsoring the Christchurch Art Show and again, it was a very successful event with art sales up a further 10% on the previous year.

The People's Choice Award, which we sponsor, was won by Lisa Grennell for this mixed media work "Fall". You can read more about Lisa here

<https://bit.ly/2JnnjP5>

Promotional stuff

We have pens and posters (attached separately) and the little brand booklets available if they are helpful. There are also some small brochures. If you need marketing items to support you in your market, please email Belinda to see how we can help.



Our website

We have been working on a new website which will be launched on 1 September! Is there anything that you've been wanting to see that you feel has been missing from the site? Let Belinda know and we'll do what we can to include it.

Family of Twelve

As you know we are part of the Family of Twelve. Back in April, the group awarded its first Wine Tutorial to 12 carefully selected candidates including Maciej Zimny, director of Noble Rot Wine Bar in Wellington and Marek Przyborek sommelier at Sky City's Huami restaurant in Auckland. The group also includes Australians Andres Aragon Perez, senior head sommelier at the Merivale Group and Lindsay Carr, group sommelier at The Sam Prince Hospitality Group.



The first event was held at Craggy Range last weekend.

Candidates and winemakers get together at the Family of Twelve first tutorial at Craggy Range in Hawke's Bay

Our vineyard map

We have just updated our vineyard map which is attached fyi.

Your feedback

Is always welcome! How can we best support you in your market? Please so let us know and also, please send us any photographs of Lawson's Dry Hills and remember to tag us @lawsonsdryhills on social – thank you!

