

# the BARK

APRIL 2009

## Harvest Edition

Welcome to the Harvest 2009 edition of the Jackson Estate newsletter — The Bark. The purpose of this newsletter is to keep you up to date with all the developments in our vineyards and winery, as well as share news such as recent accolades and media commentary.

Although the weather has been kind to us in the last couple of weeks, we can never be sure how long the mild autumnal ripening conditions will last.

We have already finished hand harvesting the pinot noir and yields are 40% down. Cooler than normal weather conditions and rain in February adversely affected both pinot noir and chardonnay crops. The pinot noir fruit is all of a very high quality, and we will most likely be able to make a Gum Emperor bottling this year. Sadly we will not make any Shelter Belt Chardonnay in 2009. The chardonnay fruit is simply not of a high enough standard.

The sauvignon blanc harvest is in full swing. So far we have seen a much greater variation in ripeness across the valley. As a result our sampling and picking decisions are made more complicated than in recent years. We are very happy with what has come into the winery so far.

The weather is always our greatest challenge, with the threat of rain and frost ever present. It is forecast to snow down to 800m overnight and with a full moon coming up we should have a reasonable frost on Good Friday.

I hope that you enjoy this edition and I welcome any comments and suggestions you might have. On behalf of the Jackson Estate team I would like to wish you a relaxing Easter break with family and friends. Jessie.



### IN THIS MONTH'S EDITION:

**Jacko and Molly in Wine Dogs**

**Introducing Gonzales Byass United Kingdom**

**Thinking Globally, Acting Locally**

**New Release: Grey Ghost Sauvignon Blanc 2008**

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Questions or comments? Please email the editor [jessie@jacksonestate.co.nz](mailto:jessie@jacksonestate.co.nz)

## Jacko and Molly feature in Wine Dogs New Zealand

Anyone who visits wineries can't help but notice the omnipresent dog – as much a part of the scenery as the winemaker and cellar hand. The recently published Wine Dogs New Zealand features over 100 wineries and over 150 photos of their loyal pooches. Along the way, the mutts and purebreds are interspersed with short essays by Bob Campbell, Sam Neill, John Saker and none other than our very own Jo Stichbury. Wine Dogs New Zealand is a photographic journal of great pictures and great stories – created all for the love of dogs and wine.

[www.winedogs.com](http://www.winedogs.com)



## Introducing González Byass UK

In January 2009 Jackson Estate formed a new partnership to distribute our wines in the United Kingdom with Gonzalez Byass UK, a wholly owned subsidiary of the independent Spanish producer. Founded in 1835, Gonzalez Byass is a 5<sup>th</sup> generation family wine Spanish winemaker, perhaps best known for their fino sherry Tio Pepe.

Martin Skelton, Managing Director of Gonzalez Byass UK, said “This is a fantastic development for our company; we have been steadily developing our still and sparkling wine business in recent years, adding to our success with Sherry and Brandy. Jackson Estate is a perfect fit for our portfolio, representing the best quality wine from Marlborough, and we’re excited about the opportunity to grow the brand”.



## Thinking Globally, Acting Locally

Jackson Estate aims to keep New Zealand clean, green and unspoilt by protecting the integrity of our wine production. Sustainable Winegrowing New Zealand is an organisation that provides the framework for companies to continually work towards improving all aspects of their performance in terms of environmental, social and economic sustainability in both the vineyard and the winery.

## Packaging

This year we began trialling new cartons made with 100% recycled paper, both the outer and the inner dividers. The Jackson Estate screwcap is made with 70% recycled aluminium.

We are also trialling a new glass manufacturer that uses 50-70% recycled glass. Up to now the only glass we could source was only 30% recycled. We are committed to decreasing bottle and in turn carton weights. Our current sauvignon blanc bottle lightest available on market in NZ (490gms).

Our labels are not currently made with recycled material but our label printer is experimenting with paper made from potato and bamboo. The adhesive used to apply labels to bottle is difficult to recycle so we need to develop an alternative. Label weight is less than 5g rams of the overall package.

We are committed to working with our domestic and international customers towards tractability (recycling programmes) for environmentally friendly disposal of end product and packaging material.

## Winery

Both vineyard and winery are registered members of Sustainable Winegrowing New Zealand. We will be audited as an individual winery in 2009, and become an accredited Sustainable Winery - part of Sustainable Winegrowing New Zealand.

This involves:

- Reducing water usage; reducing the usage of cleaning products; reducing power usage; and also reducing the impact of winery waste / grape by product on landfill and waste treatment systems;
- Increasing the usage of recycled products, and increasing the amount of recoverable Heat / Energy in winery through streamlining refrigeration systems.

## Vineyards

We farm the land in accordance with our extensive experience on it (160 years!).

All Jackson Estate Vineyards are registered as part of Sustainable Winegrowing New Zealand. Our Homestead Vineyard was one of the first accredited in the region, back in 1995.

Each vineyard site is managed in accordance to its own micro environment. We farm all our land seasonally and in harmony with any natural advantages available (ie: low humidity, cool nights, natural predators) – not to a calendar. This philosophy is both rational and environmentally sensitive.

As we continuously work towards a total synergy between winery and vineyard, grape marc will be composted during the winter and spread back on the vineyards in the spring, increasing bio diversity and humus content in our soils.

Currently all our grape marc is taken, dried and palletised for stock food for the dairy industry.

We use milk cartons that are generated as waste by the local milk company when they overprint the number of cartons they require to protect new vine cuttings. These break down in the vineyard and decompose naturally.

It is our ambition in the medium term (5 years) to work towards full Bio Grow (organic) certification for all our vineyards.



## New Release : Grey Ghost Sauvignon Blanc 2008

Bottling Date: 5th November 2008

Release Date: 1st January 2009

Alcohol: 13.0%

Tasting Note: Strong aromatics of gunflint, gooseberry and blackcurrant lead to a rich and focused palate dominated by ripe yellow fruit and mineral wash, all bound by a long and savoury finish.

Vineyards: Grapes were sourced from the Homestead vineyard.

Harvest: Two small parcels of hand picked fruit were taken from our Homestead vineyard in early April 2008.

Brix levels at harvest were 22.5 and 23.0 respectively.

Vinification: Both parcels arrived at the winery in early evening, and were hand loaded to press and gently pressed to tank. Immediately after the conclusion of pressing 50% of the juice was transferred to barrel with the remaining 50% racked to a small stainless tank after 6 hours settling for fermentation. Both batches undertook natural / wild fermentations at moderate temperatures (20 degrees). Post ferment both parcels were lees stirred for 4 months before assemblage, and preparation for bottling.



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THE ESSENCE OF MARLBOROUGH  
NEW ZEALAND

## Upcoming Events

London International Wine Trade Fair  
May 12-14th

John and Jo Stichbury and Mike Paterson Winemaker  
will be at the event this year.  
NZ Winegrowers Stand H20  
GBUK Stand E50

NZ Winegrowers Wine Fair Montreal  
19th May 2009

Marché Bonsecours, Salle de bal, 350 rue Saint-Paul E.,  
Vieux-Montréal, QC H2Y 1H2.  
VIP Media Seminar- Self Pour: 1.30pm-2.30pm