



Price Announcement \$3.50 for Selected Certified Vines

We're very happy to be the first Nursery in NZ offering selected lines of certified vines at \$3.50 + GST per vine.

WHY? Let's be honest, there's a lot of hurt in the heartland these days and what's hurting you is also hurting us.

We recognize that we have to meet a price point that will encourage you to look after and renovate your vineyards.

At \$3.50 you can afford to maintain your vineyards efficiency. There's no point mowing, spraying and trimming those gaps.

Furthermore, filling gaps is also legitimately expensable under IRD rules. Make sure your accountant is aware of this.

We all know that there will be an upswing in demand. That's the cyclic nature of all agriculture. Any vines planted this winter will be in production in time for the improving demand cycle.

\$3.50 applies to the following variety and clone on selected rootstocks:

VARIETY	CLONE	QUANTITY
Cabernet Franc	214, 326, 327, TK 05102	1,300
Cabernet Sauvignon	338, FPS29, KWV15, LC10	3,200
Chenin Blanc	KWV9, ST68/01/09	500
Malbec	584, UCD6, UCD4	1,500
Merlot	347, UDC3, UD8	3,800
Petit Verdot	C400, G7V4	1,400
Pinot Blanc	GM2, GM7	500
Pinot Gris	2/15, 2/21, 7A, LBS, 326i, Barrie	11,000
Riesling	110, 198/19, 239/9	1,000
Sauvignon Blanc	MS/UCD1	54,000
Syrah	174	500
Viognier	642, HTK	2,000

\$2 Billion By 2020

At the recent NZ Wine Business Symposium, sponsored by Misty Valley Nursery, there was discussion about New Zealand Wine Growers' recently announced target of 2 billion by 2020.

Questions were raised:

How can we achieve this?

Which varieties?

Where will the new varieties be planted?

What we took from the discussion follows:

This near-doubling of revenue can happen when we collectively think and act globally.

The following will have to happen:

1. An improvement in FOB's for existing production.
2. Increased volume sales of existing varieties with increased plantings.
3. New plantings of new or emerging varieties.

An extra \$1 billion in 10 years sounds like a hard ask but in reality it's less than an achievable 10% annual increase.

What's needed is a multi-pronged approach that builds sales volumes and price points with varieties for which we can extract a premium.

By way of example Sauvignon Blanc, nice wine shame that internationally it fits into the category of minor variety with a low price ceiling.

Chasing the next new thing could be like chasing rainbows unless we put ourselves in the minds of our customers.

Consider for example Albarino versus Syrah. Europeans best know Albarino as VINO VERDE from Portugal. It is a lovely light, fruity wine at around 5 - 6 Euros per bottle. They also know Syrah and will pay anything from 5 Euros for the cheap stuff to 70 Euros or more for quality examples.

So the message is, think carefully about the potential FOB of the variety you choose to grow. If it's not up there with the potential top earners like Syrah and Pinot Noir then ask yourself if you are comfortable accepting that your wine will be sold in a minor category with a low price perception.

What's Available

VARIETY	CLONE
Barbera	MS
Cabernet Franc	214, 326, 327, TK05102
Cabernet Sauvignon	338 FPS29, KWV15, LC10
Chardonnay	B95, UCD6, UCD15, 121, 131
Chenin Blanc	KWV9, ST68/01/09
Cornalin	MS
Dolcetto	UCD1 SOLD OUT
Flora	MS
Gewurztraminer	456, 457, 1106, GM11, GM14, 1148
Malbec	584, 595, UCD6, UCD4
Merlot	181, 347, UCD3, UCD8
Montepulciano	MS SOLD OUT
Nebbiolo	111, 230, 36
Petit Verdot	C400, G7V4
Pinotage	1/48
Pinot Blanc	GM1, GM2, GM7
Pinot Gris	7a, LBS, 326i, 40a, Barrie, GM2/15, GM2/16, GM2/21, 52B
Pinot Noir	UCD4, UCD5, 114, 115, 667, 777, Abel, 113
Riesling	110, 198/19, 239/9
Roussanne	HR1D1, HR2F5 SOLD OUT
Sangiovese	12T
Sauvignon Blanc	MS/UCD1
Semillon	UCD2
Syrah	470, MS/Hermitage, 174, Chave, Grippat A
Tannat	Haden SOLD OUT
Tempranillo	HR2C1, HR3B2, HR4C1 SOLD OUT
Touriga Nationale	MS
Verdelho	HR1C1, HR2D4 SOLD OUT
Viognier	642, HTK, UCD1
Uzbekistan Muscat	MS
Orders for 2010 delivery: 100 or more \$4.50 Large orders negotiable. GST and freight additional.	