



Press Release from Rockburn Wines Ltd

18 September 2007

Rockburn Launches New Premium Pinot Noir

Rockburn Wines is pleased to announce the addition of Rockburn *Eight Barrels Pinot Noir 2006* to its portfolio. Only 150 cases have been produced.

From the hundreds of barrels of Pinot Noir that Rockburn fills every year, Winemaker Malcolm Francis hand picked and blended those that most eloquently speak of our vineyards, the vintage, and what he enjoys most about Pinot Noir - subtlety, elegance and personality. From the 2006 vintage he found just eight barrels that knit together to tell the story he was trying to convey.

“It is not a brash or bold wine, not something that clamors for attention only to become annoying or strident after a short while, but rather a quiet and contemplative entity that shall add a little to your soul,” Francis explains. “It is a special child of the Rockburn family.”

Eight Barrels is 75% Gibbston Valley fruit with a high proportion of whole bunches, lending spice, length and palate weight, while the 25% Parkburn Vineyard component lends fruit intensity and power. 25% was matured in new oak, the remainder in 2 and 3 year old barrels. Following a spring malolactic fermentation, the eight barrels were selected in mid-summer, blending and bottling following at Easter without fining or filtration. The final wine displays enormous presence with a delicate touch, with layers of fruit, spice and texture weaving across the palate and continuing to build even after the last drop has gone.

Guests at a recent product launch were afforded the opportunity to taste the new release and hear Chairman Richard Bunton and Winemaker Malcolm Francis speak about the new label.

“It’s very hard to be unbiased about your own wines, but this has to be one of the best Pinot Noirs from Central Otago that I have ever tasted,” Bunton expressed.

The product will begin to be distributed throughout New Zealand in time for the Christmas season. Each bottle is individually numbered and packaged in an “aged” wooden box containing a special letter from the winemaker.

Retail pricing: \$75.00/bottle

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Distribution: Available from winery www.rockburn.co.nz
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