

MENTELLE NOTES

THE NEWSLETTER OF CLOUDY BAY AND CAPE MENTELLE

Green Thumbs

What have these two men got to smile about? Not a great deal, as you'll discover when you read on.

The baby grapevine they're planting is one of ten thousand grafted vines produced in 1990. It might well be the symbol of an ongoing and hugely expensive saga that began back in France in the 1860's. A saga that started with a character called phylloxera.

Phylloxera is the name of the world's best known aphid, a tiny insect that feeds on the roots and leaves of grapevines. Its origins lie in North America where it has always lived in harmony with native American grape species.

Around the middle of the 19th century some American vines were taken to France for cross-breeding trials aimed at building resistance to powdery mildew. Phylloxera went along as a stowaway and created havoc; the non-resistant European grape *vitis vinifera* all but succumbed to the unwelcome import. First identified in France in 1868, this little insect had in 30 years destroyed 75% of that country's vines, and was rife across Europe.

Ironically, salvation lay in the source of the scourge. The solution? To graft the vinifera vines onto the resistant American rootstocks, thus enabling the gradual re-establishment of Europe's vineyards. However, not content with the decimation on the Continent, phylloxera set off for further fields. This time on the cuttings of the classic French varieties destined for the Antipodes.

First stop was Australia where the aphid made its inaugural appearance in 1877 in Geelong. It took a bit longer to get to New Zealand but in 1895 it was identified by Romeo Bratago, a Dalmatian born, Italian trained viticulturist recruited to assist New Zealand's wine industry in its formative years.

Bratago's advice, to re-establish the infected areas with resistant rootstock vines, was ignored. The growers chose instead to plant hybrid vines (the products of those cross-breeding trials). These hardy cultivars

were a godsend to the colonial growers. They flourished in the Kiwi climate, being disease as well as phylloxera resistant, and had only one deficiency, largely overlooked by the industry - they made lousy wine.

So, during the first sixty years while New Zealand established a wine industry with a dubious reputation for quality, the aphid laid low. Then, in the 1960's, the demand for premium wine saw the re-establishment of European varieties, first in Hawkes Bay and later Gisborne and Auckland. Phylloxera made the best of any available opportunities, but most plantings were on rootstocks.

Not till the early Seventies did large scale plantings occur on the South Island, most at the instigation of Montana. The belief then was that phylloxera was confined to the North Island, so ungrafted vines were used. But the seafaring aphid jumped an inter-island ferry and by 1984 was discovered in at least one Marlborough vineyard. Nevertheless planting continued with non-resistant vines; there simply wasn't enough rootstock to go round and the risk seemed worth taking. By 1989, infestations had become more widespread and the replacement of vulnerable vines became an inevitability.

This is where the two grinners come into the picture...

Cloudy Bay decided to initiate a vine replacement program. The plan - to replace all the established vineyards with resistant rootstocks within ten years. All new plantings would also be on rootstocks. This strategy called for the purchase of hundreds of thousands of grafted vines, at a time when supply was predictably short. The only alternative was to establish an in-house nursery, which is exactly what has happened.



Mart Verstappen and Ivan Sutherland plant their first offspring

The key, was to find someone with a green thumb. A person with the patience of Job, who would supervise the fastidious cutting and matching of thousands of scions and rootstocks and create conditions for their successful bonding, prior to their further nurture in a field nursery.

Remarkably the very man for the task was already in the Wairau Valley.

Mart Verstappen was born into a horticultural environment in the small town of Meyel, in Holland. From the local polytechnic he obtained a diploma of horticulture and emigrated to New Zealand in 1984. His first job was in Blenheim propagating fruit trees. And he did have a green thumb.

In 1990 Ivan Sutherland, vineyard manager at Cloudy Bay and Mart started up their nursery operation. It required grafting equipment, a hot house, field nursery and lots of perseverance. In that year they produced 10,000 grafted vines, ready for planting in the spring of 1991. This year they will produce 120,000 vines, sufficient for the needs of Cloudy Bay and its growers. Production will continue at these levels while need dictates. And within ten years, either by choice or circumstance, there probably won't be a single ungrafted vine remaining in the Wairau. Thousands of acres of flourishing vines will carpet the valley floor, among them many who'll owe their life to Mart's green thumb.

NEW
RELEASE

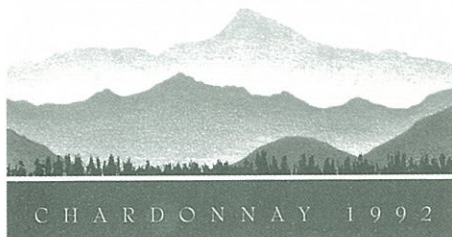
A White Knight

Marlborough stakes its reputation on sauvignon blanc, but increasingly the region is earning international respect for its chardonnays. Typical of the trend is the recent cover story of the influential American wine magazine, the *Wine Spectator*. No less than nine pages are devoted to "Uncorking New Zealand," America's latest new world discovery. It took a tasting of 165 Kiwi wines to convince editor Marvin Shanken that it was time for New Zealand to take centre stage.

Among the wines tasted by the magazine's European bureau chief, James Suckling, and New York bureau chief, Thomas Matthews was the recently released *Cloudy Bay Chardonnay 1992* which they rated highly - it scored '91 points'. Of the Cloudy Bay and other top Kiwi chardonnays, James Suckling writes, "They have an uncanny resemblance to outstanding *premier cru* and *grand cru* white Burgundies from a ripe year such as 1989 or 1992. Not only are they rich in fruit and lavish in body, they have an amazing freshness of acidity that most producers in other regions, such as Australia and California, can only dream about."

It's an observation that wouldn't surprise English wine scribe Tim Atkin, who has also written of Marlborough chardonnay's unique ability to combine the fruitiness of the New World with the elegance, balance and crisp mouth-watering acidity of the best French whites. Not long ago

CLOUDY BAY



one of Atkin's London *Observer* columns carried a slightly wry provocative comment. He forecast that, "If New Zealand's vineyards were any bigger, a lot of winemakers in Sancerre and Burgundy would be out of a job."

Kevin Judd certainly isn't trying to put any Burgundians out of work, but his latest release should appeal to those who like their chardonnays made to last. In its infancy he describes it as a wine:

Cloudy Bay Chardonnay 1992

"Complex and creamy with hues of pale straw and aromas of ripe grapefruit and melon tinged with oatmeal and smoky oak. The palate is full, soft and long with lingering flavours of linseed and roasted pistachios."

Vintage Report

Marlborough

The season got off to a shaky start. Cool, cloudy spring weather inhibited flowering and crops were generally lighter than expected. Summer produced some patchy rain and consternation, but overall 1994 was classic Marlborough - plenty of sun, warmth and wind, and the small crop ripened to near perfection.

However it wouldn't be Marlborough if we didn't get at least one fright. On April 24th the 4.00am temperature dropped to minus 1.5°C signalling a black frost. On standby - the big beater - a red and white helicopter. By 5.00am in pitch dark it was sweeping low over the vineyards. Back and forth at treetop height, it whirled on a cover pattern, its rotors pushing the warmer air down onto the vines, effectively raising ground level temperatures by as much as 2°C. By 6.15am the danger had passed and the helicopter retired to bed. Next morning a Cloudy Bay grower on the valley's south side called to report severe frost burn, his canopy looked as if it had been torched! Luckily the

fruit was ripe and could be harvested immediately, but next year the search is on for a second chopper.

Margaret River

Boy, the West Aussies are sure glad they dug a big dam back in 1988. It's been the driest summer on record with virtually no rain in the deep South West since last August. And so far there is no break in sight. The dry, warm and occasionally hot summer produced good growth (which the dam helped sustain), with a long slow ripening through to the cooler autumn months of March and April. All in all, a splendid vintage.



'ED LINES

And now a few words from CMV's London based marketing man Ed Berry...

What comes in a black Cherokee jeep, borne on a black lacquer tray with two sparkling flutes and smoked salmon sandwiches? Give in? A bottle of chilled *Pelorus 1989* - Cloudy Bay's bubbly which has now made its long awaited debut in London. Another Antipodean sparkler that already, has tickled Pommie palates.

Amongst the first English wine enthusiasts to sample Pelorus were visitors to the *International Festival of Fine Wine and Food*, a four day sipping and sampling session, the largest of its kind in Europe. Riding high on the crest of this culinary wave - Pelorus Jack, one time friend of Kiwi mariners, now the favoured fizz of British Cloudy Bay fans. Andrew Jefford of the *Evening Standard* filed this inspired if fractionally sexist report. "The techniques the Cloudies have used are ultra-traditional...the result combines vivid New Zealand flavours with the texture, grain and presence of Champagne's most buxom bottles." Indeed.

Across the Atlantic, Cloudy Bay is making more waves. Clicquot Inc, US importer of Cape Mentelle and Cloudy Bay wines has fans clamouring for a taste of *Cloudy Bay Sauvignon Blanc*. Some of them got a chance at the *New York Wine Experience*, the *Wine Spectator's* prestige annual vinothon which featured 170 of the world's top wines, among them Chateau Margaux, Mouton and Yquem, as well as that elusive Marlborough Sauvignon Blanc with the misty mountain label.

Should you be in New York and suddenly overcome by the urge for a sip of Cloudy Bay Sauvignon Blanc, head on down to the legendary Oyster Bar on Grand Central Station or 12th Street's Gotham Bar & Grill, (the sometime haunt of celluloid stars Jeremy Irons, Robert De Niro and Bill Cosby), two top spots where Cloudy Bay *can* be found.

Of little interest to New Yorkers but of great interest to all the wine drinking Sven-Eriks of Sweden is the news that they too are able to buy Cloudy Bay and Cape Mentelle wines from their state-run monopoly wine stores. It's taken time to convince the government's buyers of the virtues of CMV wines but if the reception in Denmark is any indication, the Swedes won't take too long to develop a taste for these latest drops from Down Under.

It might however take the wine drinkers in Dubai a little longer - but bottles of Cloudy Bay *are* now available there from selected outlets to quench parched palates...

**Cloudy Bay and
Cape Mentelle wines
are available from
your fine wine retailer**

Irish Trysts

by J. P. Donleavy

Mentelle Notes takes a great literary leap forward...

My very first association with wine came young enough in the upper reaches of the Bronx. Unearthing a sherry type of this sweetish moonshine down in the darkness of a young friend's house whose father was reputed to have been illegally in such trade. The bottle consumed in the nearby woods, my friend soon lay unconscious on the ground as I still wobbled about, not quite sure of what had befallen him.

It was years later after an abstemious stint in the U.S. Navy that my discrimination in alcoholic beverage was improved at Trinity College, Dublin, at a time when continued bottles of stout throughout an evening in a pub was the norm. A very literate gentleman called Michael Heron had moved in to share rooms with me at No 38 Trinity College. Son of a rich Bradford wool merchant he had been sent on the Grand Tour before the war, and had, along with languages educated his palate throughout Europe and was happy to spread his awareness to me, some years younger. This was easy to do in a leisurely metropolis in the centre of which I lived, the Dublin of the day still being known as the Claret city, in which existed one or two fine old wine merchants and a pub or two, who on special request would pour a glass of decent champagne. And it wasn't long before the sumptuous meals and the splendour of good wine became a reason to be together celebrating with our respective ladies. These gatherings for safety's sake were somewhat removed from those rougher ones known to take place down in the catacombs where Brendan Behan cavorted and the likes of Lead Pipe Daniel The Dangerous could be heard shouting his oft heard cry.

"Cheer up or I'll break your face."

Alas Michael Heron who was groomed at great expense to take over his father's business, instead became a bon vivant and man of letters, much to my gourmetic advantage, which continued when I married his younger sister.

Over the years I made a point of not learning too much about wine but merely enjoying that which I drank. My knowledge mostly confined to my palate. In a restaurant, should the patron or a waiter be cheerful and concerned enough, I'd sometimes merely ask for a nice bottle to go with what one was having. The word "nice" being my only qualification.

This happened in Dublin at White's restaurant on St Stephen's

Green where the proprietor immediately pointed out Cloudy Bay on the wine list. When I said, that looks a strange one from a strange place, he said that I'd find its exotic overtones were even stranger still. To my surprised delight such bottle was just as the proprietor represented. And the search for more was on. But at the time, this rare wine was not to be found everywhere.

However upon my next meal in Dublin I was to discover that Cloudy Bay, its source seemingly guarded, was to be got from the cellars of the Kildare Street & University Club located on the same St. Stephen's Green. Finally I tracked down and cornered a member of the club's wine committee, and not too long after, my own cellars became a reposing place for such bottles.

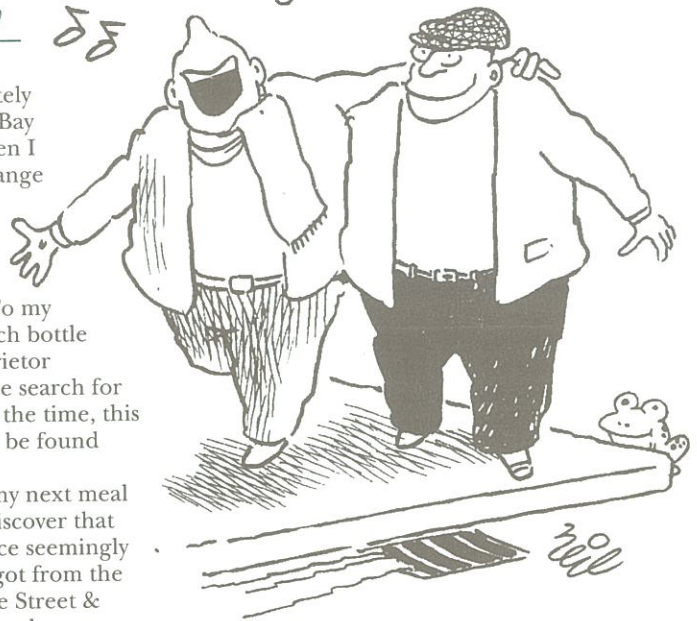
"I'd sometimes merely ask for a nice bottle to go with what one was having..."

When a white wine lover and one of the world's great authorities on manuscripts came to Levington Park in the guise of Roy Davids of Sotheby's, and marvelling at the indefatigable work this droll gentleman did with his assistant over the stacks and masses of my papers, I offered him a Cloudy Bay over a poached salmon lunch, and bowled over he was with appreciation. Then the bottle emptied and aflow with his amusing stories of the auction trade, for dinner we repeated the occasion with a different fish and the same wine. And soon it seemed that I preferred my manuscripts to play second fiddle to his further appearances which visits were now simply referred to as Cloudy Bay. Which has ever since, upon many a rainy chill evening out in the loneliness of these boggy midlands, proved to be a pale exquisite tonic found inspiring for both body and soul.

J.P. Donleavy, born in New York City, is the author of eleven works of fiction including The Ginger Man and The Beastly Beatitudes of Balthazar B. He lives on a farm in County Westmeath, Ireland and his latest book, The History of The Ginger Man will be published shortly.

When Irish eyes are smiling....

Sure they've found some Cloudy Bay



A MODERN IRISH FOLK SONG.

TASTE SENSATION

Some of us have always known it - but now the scientific truth is out - women have better palates than men. At least that's what a team of sensory researchers at Yale University think. Taste tests were conducted on a group of willing tongues that swilled and spat salty, bitter and other compounds.

The conclusions - there exists a race of "super tasters" - people who in fact have a higher density of taste buds on their tongues. The anatomy goes roughly like this. Taste buds cluster on tiny papillae, but they are not visible and therefore don't exactly stand up to be counted. But if you dye them, poke out your tongue and get out a powerful magnifying glass you'll discover two things - super tasters have lots, and most of these are women. One poor sampled palate only had 11 buds per square inch, while a tip-top taster had 714, another a remarkable 1274.

Mentelle Notes wasn't able to establish the exact method of "tongue mapping" but suggests that if you're having trouble telling the difference between chardonnay and sauvignon blanc, you should immediately pour another glass and savour...whatever flavour. If the sensorists of Yale ever work out why some of us are so blessed, rest assured *Mentelle Notes* will be the first to let you know.

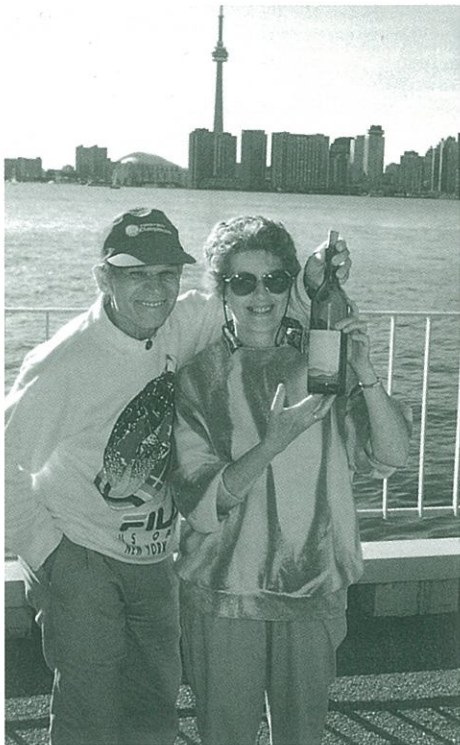
MUSTS

Wellington Wine & Food Festival

12 - 13 November, 1994

Wellington Waterfront & Civic Square

Mentelle Ambassadors



Cloudy Bay in Toronto with Julie and Ted Adamson

Do you want to be part of CMV's export effort? Well, next time you're in some far flung corner of the globe and spot a bottle of Cloudy Bay or Cape Mentelle - on a wine list in Acapulco, on the beach at Phuket or a dhow on the Red Sea - buy it and take a photo. Mentelle Notes will publish the most beguiling photo and, like the Adamson's, you'll receive a FREE mixed case of Cloudy Bay wine and a T-shirt.

SWEET DREAMS

Planning a trip to the mighty Marlborough - home of Cloudy Bay Vineyards and one of the world's most acclaimed wine regions? Wish to treat yourself to some real Kiwi hospitality? Well you can, at *Timara Lodge* a secluded country house set in wonderful established gardens in the heart of the vineyards. Deb Baxter and husband Grant pride themselves on bringing you the best of Marlborough - succulent salmon from the Sounds, wonderful fresh produce, delicious wines, peace, quiet and pampering.

Feel your cares fall as you drive through the big garden gates to this special hideaway spot. There are four spacious double bedrooms (one with a spa bath) and plenty of comfy sofas and firesides for those idle moments. Spend a day on the wine trail, sipping sauvignon and drinking in glorious valley views before heading home to one of Deb's legendary meals, accompanied naturally by one or two bottles of Marlborough's best wines.

Timara Lodge belongs to the exclusive Select Hotels and Resorts group. Bookings can be made by telephoning (643) 5728276, or fax (643) 5729191. Rates are \$265 (+ GST) per person per night inclusive of 4 course dinner, bed and breakfast. [From October 1994 \$300]

Meet Julie and Ted Adamson - the first official Mentelle Ambassadors. Theirs is a fascinating story and it's not just about the bottle of Cloudy Bay Chardonnay they shared with friends at a log cabin in Cedar Springs, Ontario or another they emptied with Canadian mates on an island in the middle of Lake Ontario.

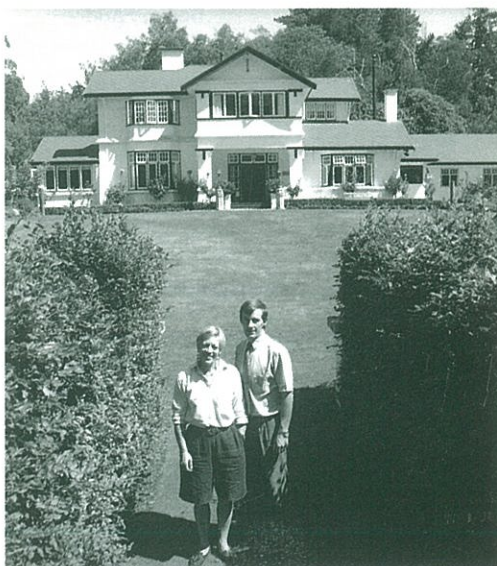
Julie Adamson is a Kiwi and a Marlburnian to boot. Her father Harold Matthews once owned the land on which the Cloudy Bay winery now stands. He died in 1943 leaving Julie's mother to run the mixed farm which was subsequently sold. Julie's cousin Peter still owns the neighbouring property, and the access road to the Cloudy Bay winery, Matthews Lane, is named after the family.

"Cloudy Bay is, after all, made on what I still consider in my heart of hearts, as 'my' farm and I am tremendously proud of its quality and success," enthused Julie, when MN called to congratulate her on her 'ambassadorial' appointment. A free case of wine and T-shirts have been dispatched to the Adamsons who now live in Perth.

Other budding ambassadors should please note that Cloudy Bay and Cape Mentelle wines are now available in 26 countries, the latest to get a taste are Mexico and Thailand.

FROM THE WESTERN FRONT

Again Mentelle Notes is pleased to offer a mixed case of Cape Mentelle wines - the 'Best from the West'. Three premium reds and a white for those with a thirst for the good Aussie drop. The **Margaret River Mix** comprises three bottles each of the *Cape Mentelle Semillon Sauvignon 1993*, *Cape Mentelle Cabernet Merlot 'Trinders Vineyard' 1992*, *Shiraz 1992* and that ever so elusive spicy *Cape Mentelle Zinfandel 1992*. Save yourself a trip over with this great box from the land of Oz! **Case price \$256.50.** [The complete Cape Mentelle range is available at the winery.]

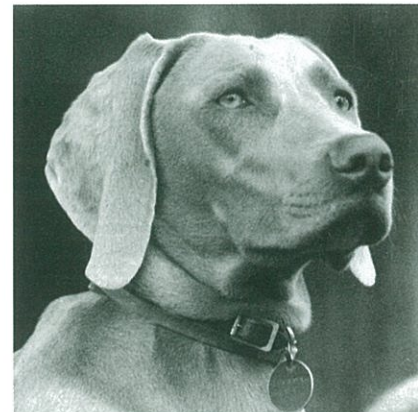


Timara's Deb and Grant Baxter

R.I.P RHIANNON

Born Adelaide 1982

Died Blenheim February 1994



Dear Mentelles,

It is with heavy heart that the Cellar Rat reports the death of Rhiannon, Kevin Judd's best friend.

If you've ever made the pilgrimage to the Cloudy Bay winery, chances are, having arrived in Mecca, you stepped in something as you climbed from your car. A little 'welcome' from the dog that was there to greet you with a vacant stare and a hungry look. Well dear Mentelles that dog's no more. She's gone to the great winery in the sky.

Rhiannon was a Waimarana, bred for hunting, but she hated water, couldn't swim and was terrified of guns. In fact the winery doors are forever etched with scratches Rhiannon made while trying to escape the sound of the vineyard bird-scarers. The only time she showed signs of her breeding was the morning after the staff pig-on-a-spit night; she was caught savaging the carcass.

Food played a big part in Rhiannon's life. She would eat anything - grapes, corks, pine cones and anyone's lunch left unattended. One day she even ate a 'greywacke' (igneous rock) and had to have surgery to remove it. There is no truth in the rumour that it sits in a jar next to Kevin's bed!

She was adept at pinching people's lunches. One enterprising Cloudy Bay worker decided to get even one day by bringing two, one laced with mustard. Rhiannon ate it and begged for more. While he was telling everyone what had happened, she ate the first.

No more will the cellar ring to cries of "You saw it first, clean it up," or "Where's Kevin? (aka Mohammed) - there's another mountain in the barrel hall." No more will we hear the gardener say "Outside" He was even heard to say "Inside" once, just so he could say, "Outside!" No more will the cellar door staff have to walk backwards and say, "We'll go this way..." when taking a tour through the winery. No more will Al Stanbury have the shit scared out of him at three in the morning by a dog who was just as scared of burglars as he.

So Mentelles, let's raise a glass to Rhiannon. So long dog, here's hoping the great winery in the sky has heated floors because you must've got a cold butt hanging around down here.

Love, light and peace,

Gerald



PRICE LIST & ORDER FORM

JUNE • 1994



Wine	Description	Price per Case	Price per Bottle	Amount Ordered	Cost
Cloudy Bay Chardonnay 1992	Better than Burgundy...? Taste for yourself this elegant complex chardonnay and savour or cellar.	\$347.40	\$28.95		
Pelorus 1989	Brims with rich complex citrus fruits and a lasting creamy mousse - the sparkling quintessence of Marlborough.	6-pack \$219.00	2-pack \$73.00		
MARGARET RIVER MIX	3 x CM '92 Shiraz 3 x CM '92 Zinfandel 3 x CM '92 Cabernet Merlot "Trinders Vineyard" 3 x CM '93 Semillon Sauvignon	\$256.50	N/A		
T-SHIRT OFFER Black <input type="checkbox"/> White <input type="checkbox"/>	Small <input type="checkbox"/> Medium <input type="checkbox"/> Large <input type="checkbox"/> XL <input type="checkbox"/> XXL <input type="checkbox"/>	N/A	(inc. postage) \$25.00		
U.K. DELIVERY Cloudy Bay Chardonnay 1992	Please indicate your requirements below for delivery to the U.K. and include price in your total order.	\$360.00	N/A		

ADD FREIGHT COSTS (SEE BELOW)

TOTAL
(INCLUDING GST)

SEND THEM MENTELLE IN THE U.K.

If you would like to surprise family and friends why not send them a gift case of Cloudy Bay Chardonnay.
(Prices include VAT and delivery within mainland U.K.)



Wine	Price per Case Delivered in U.K.	Amount Ordered
Cloudy Bay Chardonnay 1992*	\$360.00	
* Limited availability		Total

Address wines to be sent in U.K.
(Please print)

Name

Address

..... Post Code.....

Tel: ()

Name: (Mr/Mrs/Ms)
First Surname

Postal Address:

.....Postcode

Tel: ()(H)(W)

Fax: ()

Is this your first order of Cloudy Bay wines? YES NO

Signature:

REMITTANCE DETAILS

Cheque Bankcard Visacard Mastercard American Express Diners

Credit Card Number.

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DELIVERY

Freight Charges	Cost Per Case
Metropolitan, Auckland, Wellington, Christchurch, Nelson	\$6.50
Other Areas	\$10.00

EXPIRY DATE

DELIVERY ADDRESS & INSTRUCTIONS

Note any special delivery instructions below:

Delivery Address:

PLEASE NOTE

- Orders must be in case lots.
- Feel free to make up your own mixed dozen using the bottle prices listed.
- All prices are G.S.T. inclusive
- This order form valid until publication of November '94 Mentelle Notes.
- Send order with payment to Cloudy Bay Vineyards Ltd, P.O. Box 376 Blenheim, New Zealand or Facsimile (03) 572 8065
- Only persons aged 20 years or over may legally order wine.
- Deliveries can only be made to a street address-not a PO Box or RD number.

Sign up - we'll send you Mentelle

If you or a friend within New Zealand would appreciate receiving a copy of Mentelle Notes please complete this coupon. Send to: PO Box 376, Blenheim or Fax to: (03) 572 8065

Name: (Mr/Mrs/Ms)
First

Surname

Address:

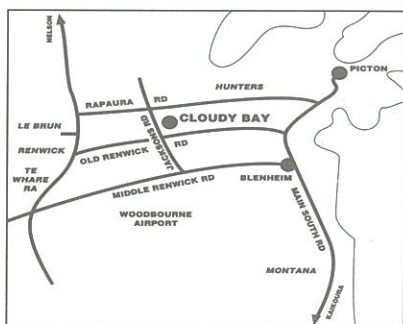
..... Postcode:

Tel: ()

Fax: ()

"Wine is sunlight, held together by water."

GALILEO



Cellar Door Opening Times

CLOUDY BAY

Monday to Sunday - 10:00am - 4:30pm
It would be appreciated if groups would make a prior appointment



Cloudy Bay Vineyards Limited

P. O. Box 376 • Blenheim • New Zealand
Tel: (03) 572 8914 • Fax: (03) 572 8065