

# THE BETTER HALF

## 2020 THE BETTER HALF MARLBOROUGH PINOT NOIR

*Jump in, savor the moment.*

*The Better Half Wines are delicious, fruit driven styles designed to be enjoyed right now.*



### History

- George Elworthy trained as a winemaker at Lincoln University, and worked several vintages in Marlborough and overseas.
- When Jules Taylor started her own wine label in 2008, trained winemaker and hubby George Elworthy became general manager (or “general dogsbody”).
- Not wanting to let wife Jules have all the fun, George launched his own label in 2011. With his tongue firmly in his cheek, he called it “The Better Half”

### Style

- Delicious, fruit-driven wines that are meant to be enjoyed right now. Not left to gather dust in your wine rack.

### Winemaking

- Wines are fermented using minimal intervention and modern winemaking techniques.

### Vineyards

- Grapes are sourced from a selection of grower and estate vineyards in sunny Marlborough, all of which are 100% certified by the Sustainable Winegrowers NZ Scheme.

### 2020 Vintage Notes:

The season started cool and unsettled, but temperatures quickly warmed up leading to an early, quick flowering. The last substantial rainfall was on 17th December and after that Marlborough dried out. This wasn't obvious early in January as ash drifting across from the Australian bushfires resulted in a lot of cooler cloudy weather that kept the vineyards green. However, the season warmed up heading into February, and the grapes went through veraison in very good, clean condition. In the last week or so the nights cooled off, allowing extra time for flavour development heading into harvest. On Monday 23rd March, we heard that New Zealand was heading into lockdown for a month. Thankfully, the government allowed us to continue harvesting and the weather played its part superbly. Apart from the stress caused by virus, the actual harvest was a breeze with some of the best condition fruit we have ever seen. The last grapes were harvested on 6th April and brought the surreal vintage to a close

### Winemaker's Notes:

**Color:** Bright ruby red.

**Nose:** This attractive Pinot Noir is full of appealing red fruits on the nose with intense raspberry and plum aromas gradually revealing subtle chocolatey notes.

**Palate:** This wine exhibits juicy red fruits on the palate: raspberry, cherry and plum flavours which are well balanced with chocolate undertones and a hint of spice.

**Food Match:** Keep things casual with grilled meats straight from the barbeque, or a charcuterie sharing platter. For vegetarian options try it with roasted beets or grilled eggplant.

## SAM KIM - WINE ORBIT - 92 POINTS

*Sweetly ripe and youthfully charming with Black Doris plum, ripe cherry, violet, thyme and mixed spice characters, it's succulent on the palate with excellent fruit intensity combined with fleshy texture and refreshing mouthfeel, finishing long and silky. At its best: now to 2025.*



### VARIETIES

- 100% Pinot Noir

### WINE ANALYSIS

- Alc. 13.25%
- RS. 1.1 g/L
- pH. 3.49
- TA. 5.7 g/L

### CELLARING

- 2 - 4 years cellaring in a dark cool environment will reward you well.