





THE BIG QUESTION



What do you name your wine brand when your wife is a well-known New Zealand winemaker with a successful label of her own? To George, the answer was obvious. He gave a smirk and chose the tongue-in-cheek name 'The Better Half'.

It was a bold move, but George is a game-for-it kinda guy. With a roll of the eyes from wife Jules, George dusted off his winemaking hat and dived in.

THE BETTER HALF

When George Elworthy decided to dust off his winemaking hat to create a new range of wines from Marlborough, a friendly rivalry arose. His wife, Jules Taylor, is also a winemaker with her own well-established brand Jules Taylor Wines so...

The Better Half was born...

George is an accomplished winemaker with more than 18 years of experience in Marlborough. He's worked with distinguished local and international wine companies and gained recognition as **the founding winemaker at The Crossings** in Marlborough's Awatere Valley.

Having been on the scene throughout Marlborough's rapid transformation as a wine growing region, he has an intimate knowledge of the area and its future potential, something that he's keen to showcase with The Better Half.





The Better Half Wines are ringing in the new year with a label redesign and the US release of the new 2021 vintage of The Better Half Sauvignon Blanc.



- Grown and made in Marlborough, New Zealand, The Better Half wines embody the wildly creative spirit of winemaker, part-time pilot, amateur aircraft restorer and avid mountain biker George Elworthy.
- We have sold The Better Half Wines to friends in the States for some time now, but we have mostly kept under the radar,” said Winemaker/Owner George Elworthy. “It felt like the time had come to freshen up the look, and for me to step out from behind the desk and tell the story of these wines and the vineyards behind them.
- The redesigned label of The Better Half features two birds, representing George and Jules: the eagle is George, a daring risk-taker who is always looking to the future, while the dove is Jules, the peacemaker of the family known for her more cautious, meticulous approach.



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- Together, they make an unflappable, formidable team who complement each other perfectly.
- George and Jules dared to dream big and now they fly high with a successful stable of world-class wines tucked under their wings.
- The stylized birds also capture George’s passion for aviation, with embossed, riveted details that recall vintage aircraft.
- The Better Half Wines are grown and made in Marlborough, at the top of New Zealand’s South Island. “Marlborough is the edge of the earth, home to dreamers, pioneers, and aviators,” shares George. “It’s the place that put a tiny South Pacific nation on the world wine map: a region of sunny, dry summers and crisp, clear winters creating the perfect growing conditions for our tiny, delicious parcels of happiness.”



2022 Sauvignon Blanc

Enjoy with fresh mussels sautéed in a white wine and garlic broth topped with a sprinkle of parsley. Or enjoy classic Kiwi style with homemade chunky chips with flaky sea salt and fresh pan-fried groper with freshly squeezed lemon juice.



VARIETIES:

100% Sauvignon Blanc

WINE ANALYSIS:

- Alc. 13.5%
- RS. 2.5 g/L
- pH. 3.2
- TA. 7.5 g/L

CELLARING:

Best enjoyed while young and fresh!
However, you can certainly cellar this wine in a dark cool environment for 1-2 years and still be well rewarded.

Color: Pale yellow.

Nose: Punchy aromas leap from the glass. Lime leaf and lemongrass blend with white rose petal to provide a fragrant mix.

Palate: Bright citrus flavors with a pop of guava dominate the palate. The vibrant acidity helps carry the wine on a long rolling finish with ends with a little dash of salinity.

Sam Kim - Wine Orbit – 93 Points

Fabulously aromatic and immediately appealing with kiwifruit, crunchy apple, lemon zest and white floral aromas, it's juicy and lively in the mouth delivering excellent fruit power and length. Delectably appealing and highly enjoyable.

At its best: now to 2025.



2020 Pinot Noir

This Pinot Noir would be an ideal match with medium rare venison backstrap with roasted beets, rocket salad topped with toasted walnuts and a blackberry jus to compliment.

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.

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.

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.













STABLES CHARD

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