

THE BETTER HALF

2021 THE BETTER HALF MARLBOROUGH PINOR 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.

2021 Vintage Notes:

The 2021 harvest provided us with low yields of beautiful clean fruit and resulting wines of beautiful flavour, concentration and weight. This Pinot Noir has been made from fruit grown in Marlborough’s Southern Valleys where the north west facing slopes and clay based soils provide us with great conditions for growing this variety.

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.

Winemaker’s Notes:

- **Color:** Bright ruby red.
- **Nose:** Warm and welcoming, fragrant black berry and dark cherry notes blend with a subtle touch of spice from French oak barrels.
- **Palate:** The palate is filled with juicy ripe omega plum flavours which sit on a crunchy currant and cranberry base. The tannins are still young but are softening, and these, along with the bright acidity provide great balance and structure to this wine.

Sam Kim - Wine Orbit 92 Points

It’s delightfully fruited and instantly appealing with sweet cherry, strawberry, violet, thyme and subtle spice aromas. The palate delivers excellent weight and fine texture splendidly complemented by juicy fruit intensity and silky mouthfeel, finishing long and delectable.

At its best: now to 2026.

Also:

The Real Review-93 Pts, Wine Enthusiast-91 Pts, James Suckling-90 Pts.



VARIETIES

- 100% Pinot Noir

WINE ANALYSIS

- Alc. 13.9%
- RS. 1.1g/L
- pH. 3.62
- TA. 5.45 g/L

CELLARING

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