

# THE BETTER HALF

## 2024 THE BETTER HALF MARLBOROUGH SAUVIGNON BLANC

*Jump in, savor the moment.*

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



*Dreyfus, Ashby & Co.*  
PURVEYORS OF FINE WINES & SPIRITS SINCE 1946



### 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.

**2024 Vintage:** A strong El Nino weather pattern dominated in 2024, causing strong westerly winds and warm, very dry conditions down NZ's east coast. Vine growth began later than previous years and a couple of very cold nights in early October caused a touch of frost damage in the Southern Valleys. Flowering was relatively poor, and it quickly became clear that the harvest would be much smaller than 2022 or 2023. Warm weather began in mid-December and continued right through to March, causing one of the shortest ripening periods on record. However clear, cold nights retained fruit acidity during ripening. Harvest was short and sharp. All the 2024 fruit was packed with flavour and absolutely no sign of disease due to the amazing growing conditions. It was an ideal vintage!

**Food Match:** Enjoy al fresco with fresh shellfish with a squeeze of lime, or any kind of salad. For something more substantial, pair it with Thai- or Vietnamese-flavored dishes.

### Winemaker's Notes:

**Color:** Pale yellow.

**Nose:** Punchy citrus aromas of lime and grapefruit leap from the glass, along with notes of guava and fresh cut grass.

**Palate:** Dry, juicy and intensely flavored on the palate, with bright citrus notes and a pop of guava. The finish is long, carried by vibrant, refreshing acidity and a dash of salinity.

## WINE ENTHUSIAST-90 POINTS & BEST BUY!

*Appealing aromas of lime, white peach and kiwi fruit lead to a palate that's shows lovely, delicate fruit woven neatly with bright acidity and padded by a softly pithy texture. It steers clear of the green, underripe pungency common to this style and is the better (half) for it. —C.P. abv: 13.5%*



### VARIETIES

- 100% Sauvignon Blanc

### WINE ANALYSIS

- Alc. 13.5%
- RS. 2.3 g/L
- pH. 3.2
- TA. 7.75 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.