



THE BETTER HALF NZ



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.

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:

The 2024 Marlborough season was warm, dry and windy. Vine growth began late, and it quickly became obvious that the harvest would be much smaller than previous years. With fewer berries on the vine, the warm temperatures through summer caused one of the shortest ripening periods on record. Cool evenings helped retain acidity during ripening and balanced the concentrated, ripe fruit flavors. Grapes were harvested from various Marlborough sites throughout March 2024, with a high proportion coming from the slower ripening, more aromatic Awatere subregion. The wine was fermented in stainless steel at cool temperatures and bottled under screwcap for maximum freshness.

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.



VARIETIES

- 100% Sauvignon Blanc

WINE ANALYSIS

- Alc. 13.5%
- RS. 1.6 g/L
- pH. 3.17
- TA. 7.48 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.



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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%