

THE BETTER HALF

2023 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.



NEW PACKAGE THIS YEAR



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.

2023 VINTAGE NOTES:

The 2023 season was a warm, late vintage where growers had to be alert to disease pressures and proactive in managing their vineyards. However, careful attention was rewarded with delicious fruit flavors. The season finished long and dry, leaving berries ripe and generously flavored. This wine was made from fruit grown in Marlborough's Southern Valleys where the northwest facing slopes and clay-based soils provide great conditions for growing Pinot Noir. It was fermented in a mix of stainless steel and oak barrels, and aged for eleven months before being bottled under screwcap for maximum freshness.

FOOD MATCH:

A great little match for grilled lamb or pork, or with salmon or tuna. It also complements roast vegetables such as beets, mushrooms or eggplant with miso.

WINEMAKER'S NOTES:

- **Color:** Bright ruby red.
- **Nose:** Perfumed strawberry and cherry fruits combine with delicate cocoa and fennel seed spice notes on the nose..
- **Palate:** Intense strawberry and cherry notes combine with hint of earthy spice and cocoa on the palate. The flavors are supported by elegant, dry tannins and juicy acidity, giving way to a fine, fragrant finish.



VARIETIES

- 100% Pinot Noir

WINE ANALYSIS

- Alc. 14%
- RS. 0.4g/L
- pH. 3.68
- TA. 5.1 g/L

CELLARING

- Ready to drink now, but will also reward careful cellaring over the next 2 - 4 years.