



## Marlborough winemakers get a sobering heads-up from UK buyers.

ALL BLACKS coach Graham Henry says when the team runs out on to Eden Park tonight, his players will stick to what they do best and play their tried and trusted game.

According to overseas wine writers, Marlborough sauvignon blanc producers should take this advice on board too. In Blenheim this past week to attend the opening of the Brancott Estate Heritage Centre, those based in the UK and Australia used

the opportunity to provide feedback from these important export markets and their message was clear. In an

increasingly competitive market, Marlborough must focus on what it does best and not be tempted to make too many changes.

Oz Clarke, one of the UK's most experienced commentators, admitted he was worried the region was in danger of losing its special appeal. The appearance on the UK shelves of some less than stellar wines from the 2008 vintage had dented the region's reputation, and Clarke wasn't too impressed by the recent change in promotion either.

"The message from New Zealand was always that its wines were 'clean, green, crisp, fresh' which are

words that resonate with the wine-buying public. Now the message seems to be about sustainability, a concept that few understand. Keep it simple and focus on producing high-quality wines."

Local critic Bob Campbell MW made a good point when he said Marlborough sauvignon blanc is the perfect wine for our times. In a world where many are seeking instant gratification, it's ideal – ready to

drink almost as soon as it is bottled, it needs no cellaring, just an hour in the fridge and then a twist of the screwcap.

The 2011 vintage

produced great wines that are vibrant and full of flavour, perfect for drinking over the summer. But don't write off the 2010s just yet as they are still showing very well.

Tonight we'll all be glued to the TV, enjoying a glass of Marlborough sauvignon blanc, the wine that captures the very essence of this country. A crisp white to celebrate a Black victory.

**Fast fact: Research has shown that Marlborough sauvignon blanc is so distinctive because it contains much greater levels of aromatics than similar wines from other countries.**

## Marlborough sauvignon blanc... a crisp white to celebrate a Black victory.



2011 Selaks Heritage Reserve Marlborough Sauvignon Blanc, \$19.99

★★★★

Ripe and full flavoured with passionfruit, pineapple and white nectarine flavours. Bold and punchy with a dry, citrus-laden finish.

2011 Invivo Marlborough Sauvignon Blanc, \$19.90

★★★★

A really lovely wine with an aroma of cut grass, red capsicum, snow pea and fresh lime. Not too high in alcohol, yet with plenty of flavour, it is crisp and refreshing.

