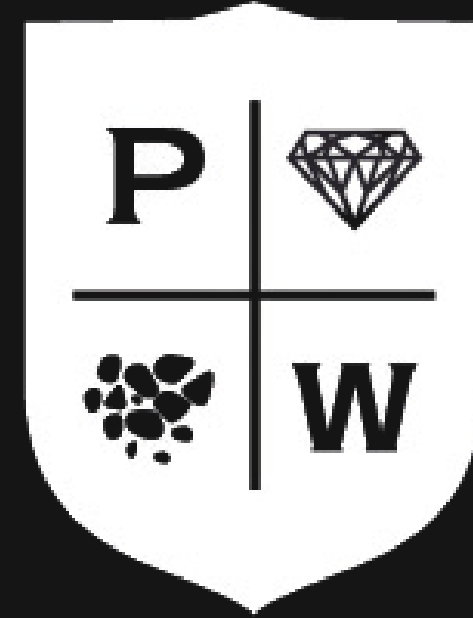


EST 1985



PASK

GIMBLETT GRAVELS

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# Welcome to Pask

## HAWKES BAY, NEW ZEALAND

In 1981, Pask planted the first vines in an ancient Ngaruroro riverbed, founding Hawke's Bay's renowned Gimblett Gravels wine district. 40 years later, the Pask winemaking team remain as passionate as ever about creating wines to be shared and enjoyed.

Every bottle of Pask wine embodies the decades of experience, ethos of sustainability and care taken during every step of the winemaking process, elegantly expressing our unique terroir.





# About the Brand

## OUR WINE STORY

Our vision began in the air. That's where founder Chris Pask – flying in the cockpit of his topdressing plane – first saw the potential for growing exceptional grapes in the light, stony soils of the ancient Ngaruroro riverbed.

Sheltered from Pacific breezes and several degrees warmer than any other New Zealand wine-growing area, it was in this sun-drenched valley that Chris planted Pask's first vines thirty years ago. A prized 1985 Cabernet Sauvignon marked our first vintage and from this modest beginning, the world-renowned Gimblett Gravels wine-growing district was established, and the Pask brand family label was established.

More than three decades later, we're as passionate as ever about making authentic wines to be shared and enjoyed. Our award-winning winemaking team use sustainable methods ensure the quality and consistency of our wines. From grape-picking in our 60 hectares of vineyards to bottling at our Hawke's Bay winery, there is hands-on care throughout the entire winemaking process. Pask wines have earned gold medals and trophy success in London, Australia, Asia, the United States, Canada and New Zealand across a range of varietals and styles, but innovation is important to us. Drawing on the teams winemaking experience and intimate knowledge of Gimblett Gravels, we continue to enhance the quality of our wines, as well as experiment with wine styles and techniques under our "Small Batch" collection.

At Pask, we remain singularly focused on making enduring styles of wine of great value. At our winery you will find a small team of dedicated people who love to make Pask wines. From the dusty tannins of our soil to our cool climate and golden sunshine, we believe every bottle of Pask wine tells a story.



## Our Terrior

Pask vineyards and winery are located in the province of Hawke's Bay, on the east coast of the North Island, one of the hottest and sunniest areas of New Zealand. With 2320 annual sunshine hours, moderate rainfall, sheltering inland ranges and a warm maritime climate with a long growing season, the region is an ideal location for creating grapes of exceptional quality.

Hawke's Bay has more than 4000 hectares of grapevines and is best known for Merlot/Cabernet blends, Syrah and Chardonnay.

## Our vineyards

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## Gimblett Gravels

Our 60 hectares of vineyards are located on Gimblett Road, where we planted the first vines of what is now the world-famous Gimblett Gravels Winegrowing District. Gimblett Gravels is a unique area of land, comprising alluvial deposits exposed when the Ngaruroro River flooded and established a new path 100 years ago. The soil is low in nutrients and laden with stones, gravel and silt. It is this quality, coupled with the area's warmth, that makes it a perfect spot for viticultural and an integral component of our winegrowing story.

Daytime temperatures in our vineyards can be up to 3 degrees warmer during the day in summer and autumn compared with most other areas in Hawke's Bay, while thermal conductivity in the stones contributes to warmer evenings. With the vineyard sheltered from the prevailing winds by the landmark Roy's Hill, hot daytime temperatures coupled with the warming effects of the stony soil produce grapes of intense flavour.

Merlot has an excellent natural aptitude to our vineyard microclimate and is our most widely planted variety. It is supported by significant plantings of Chardonnay, Syrah and Cabernet Sauvignon. Select plantings of Malbec, Pinot Gris and Viognier are also in place.

# Wine Making Process



## HARVESTING AND EXTRACTION

From grape-picking in our 60 hectares of vineyards to bottling at our Hawke's Bay winery, there is hands-on care throughout the entire winemaking process.



## FERMENTATION AND BLENDING

Innovation is important to us. Drawing on the teams winemaking experience and intimate knowledge of Gimblett Gravels, we continue to enhance the quality of our wines



## AGING AND BOTTLING

The worldwide recognition our wines have received is testament to our commitment to making quality, premium wines that our customers can rely on and trust from year to year.



# What we believe

## WINE MAKING ETHOS

Respect for the land, the community and our environment has been part of our business strategy and philosophy from the day we planted our first vines at Gimblett Road in 1981. We've been leading environmental responsibility and sustainability in the New Zealand wine industry ever since.

## SUSTAINABLY RESOURCED

In 1998, Pask Winery became one of the first New Zealand wineries to achieve ISO 14001 accreditation. We believe that the only way to ensure the integrity of our wines is to own the full winemaking process and practice sustainable methods. That means sustainability is an all-encompassing philosophy for us.

## INTERNATIONALLY RECOGNIZED

Sustainable Winegrowing NZ™ is widely recognised as a world-leading sustainability programme and was one of the first to be established in the international wine industry in 1995.



# Our wines

Declaration wines are powerful, elegant wines we declare as our best. They are only made in exceptional vintages.



DECLARATION Chardonnay

DECLARATION Syrah

DECLARATION Merlot

DECLARATION Cabernet Merlot Malbec

DECLARATION Hardest Tawny



# Our wines

Pask represents the essence of our Gimblett Gravels vineyards. They are highly structured, intense flavoured wines with palate weight and texture. Small Batch are wines that allow the winemaker to experiment with winemaking techniques as well as varietal and vineyard expression. These wines change year to year.



SMALL BATCH Wild Yeast Chardonnay

SMALL BATCH Trilliant

SMALL BATCH Viognier

SMALL BATCH Cabernet Franc

PASK Gimblett Gravels Chardonnay

PASK Gimblett Gravels Syrah

PASK Gimblett Gravels Merlot

PASK Gimblett Gravels Cabernet Merlot Malbec

# Our wines

Instinct is our aromatic range of market-led favourites. Developed to deliver distinctly New Zealand flavours, the range uses vibrant parcels of fruit sourced from New Zealand's greatest wine regions to match our vision.



INSTINCT Chardonnay

INSTINCT Pinot Noir



INSTINCT Sauvignon Blanc

INSTINCT Rose



INSTINCT Merlot

INSTINCT Pinot Gris



# How to buy our wines

## ONLINE



Head to [pask.co.nz](https://pask.co.nz) to place an order with our online store, we will carefully pack and deliver to your door.

## RETAIL PARTNERS



We have retail partners all over the world. Our distributor contacts can be found on our website or by contacting the Jackson estate team direct.

## DISTRIBUTORS



Our distributors are very important to us, ensuring that Jackson estate wines make it to retail stores, homes and cellars all over the world.



## Connect With Us



FACEBOOK

@PaskWineryAndCellarDoor



WEBSITE

[www.pask.co.nz](http://www.pask.co.nz)



INSTAGRAM

@paskwines

## THE PEOPLE BEHIND OUR WINES



JEFF HART

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MATT  
PATTERSON-GREEN

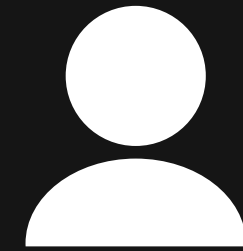
Head Wine Maker

[matt@bentonwines.co.nz](mailto:matt@bentonwines.co.nz)

PASK WINERY

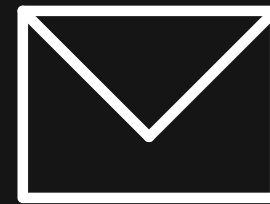
# Gallery





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