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AUTUMN 2011

Activities in the Vineyard & Winery

Guy McMaster, Viticulturist and Winemaker

January, February and the first half of March were stunning months and had us all very excited. From mid March regular rainfall events caused some anxiety, however, these were combined with cooler temperatures and thankfully kept disease pressure to minimal levels.



Harvest started 2 weeks earlier than normal due to the dream weather post Christmas and also our desire to reduce alcohol levels in our wines. Although early days, the wines display a degree of structure and elegance that bodes well for their future but most importantly our futures, with the lower alcohol levels!

A record harvest for Urlar with the Barrel Hall bulging with Pinot Noir, Pinot Gris and enough Sauvignon Blanc to keep our marketing team very honest.

In the vineyard the crew will be busy putting down our cow pat pits and preparation 500. Once mature in spring these will be harvested and provide a rich natural food source for the soil and vines.

The compost pile has been made, recycling the winery by-products of grape skins, seeds and stalks mixed together with our highland cattle manure and straw all placed on a bed of broom. The broom allows the compost to breathe enhancing decomposition. The compost pile has been inoculated with the biodynamic preparations of yarrow, chamomile, stinging nettle, oak bark, dandelion and valerian. Just delicious!

Shortly, we will have our annual outing to the rugged Wairarapa coast to collect seaweed. We make a nutrient tea from the seaweed which provides a great mix of trace elements for the vines and soil.

The vines have at last dropped their leaves allowing us to start pruning, a very satisfying and important job setting the vines up for another season's growth. It all starts again.

From the cow's mouth

Angus Thomson, Custodian

It has been a busy year for Urlar with two new markets - Australia and The United States added to our portfolio. We visited these Distributors in February and March and will continue to work with them to build demand in their respective markets.



Our UK Distributor has been exceptionally supportive and warrants a special mention having recently won a tender to supply the Cunard luxury cruise ships with Urlar Sauvignon Blanc 2010. Click on this link to book yourself a trip <http://www.cunardline.com>.

Also note worthy is the inclusion of the Urlar Pinot Noir 2009 on all Business Class Air New Zealand flights from August 2011. We are very proud to be part of this and see it as a fantastic marketing opportunity especially with the World Cup starting in September.

Urlar's organic status continues to provide a point of difference in an otherwise crowded marketplace. With the added benefit of biodynamic principles we are able to stand out against our competitors. This coupled with excellent wine reviews further cements Urlar as an emerging brand. Go to <http://www.urlar.co.nz/wine-dynamics/> to read these.

Home cooking with Urlar

Bar Salute is a local Greytown restaurant specializing in tapas, wine and beer. This restaurant never fails to impress with its robust flavours influenced by the Mediterranean and Middle East. Bar Salute is our top selling Wairarapa restaurants and is owned by great friends of ours. This recipe comes from their chef and is a hearty Moroccan soup called Harira, traditionally eaten at the end of the day during Ramadan. It is delicious served with our Urlar Pinot Noir. Click here to find out how to make it <http://www.urlar.co.nz/features.asp?item=3>.



The last word

Very exciting times ahead for Urlar with the vineyard reaching full production and the wines gaining in complexity with vine age. Our Sales and Marketing team will be very busy securing new markets and supporting our existing distributors. On that note, we are anticipating running out of stock early should Scotland win the Rugby World Cup so order now!



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