

New Treasure from Wet Jacket

No stranger to pushing boundaries, Greg Hay's latest flag ship wine, The Pirate demonstrates all that is good about working with Southern artisans when producing an outstanding wine.

In 2016, from what was a truly spectacular vintage in Central Otago, Hay and his Wet Jacket team, put aside three stand out barrels of Pinot Noir predicting that combined they'd make something remarkable. Earmarking them for a special project, they patiently waited and watched them evolve. Their tenacity paid off and the blend became The Pirate.

It is no coincidence that Wet Jacket release The Pirate in 2019. A year that marks the 250th anniversary of Captain Cook's first voyage and exploration of New Zealand. On his second voyage in 1773, he and his crew visited Dusky Sound and conducted celestial mappings, geographically placing New Zealand on the world map for the very first time. The inaugural release of The Pirate honours this legacy and the treasures of Dusky.

The Pirate's packaging is also inspired by Cook and his crew, who's wet leather jackets led to the name Wet Jacket Arm in Dusky Sound and consequently the name of Hay's wine brand. The label, a first in New Zealand to be produced in leather was something the team were told couldn't be done. Determined, they searched out local craftsman Stu Burnby. From his Te Anau workshop, through a process of trial and error he crafted the leather labels which are applied by hand to each bottle. In true pirate fashion the wine is accompanied by a map that tells the stories of Dusky Sound.

Why the name? The Wet Jacket mantra is 'Work like a captain and play like a pirate'. For the team the making of this wine saw them do both.

Producing less than a 1000 bottles and available only at Wet Jacket's Cellar door at the Woolshed in Bendemeer, The Pirate really is a rare treasure.

"For me this wine honours a place I love. In this quiet end of the world, centuries ago - people broke boundaries. The Pirate salutes these people and their spirit by pushing the boundaries of wine making and design." – Greg Hay

2016 The Pirate Pinot Noir:

Central Otago Sub Region: Queensberry

Harvest Date: 30 March 2016

Harvest Analysis: Brix 24.2, TA 8.0, pH 3.25, Average bunch weight 95 grams

Pinot Noir Clone 113 56%

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Oak: All French, 31% New, 12 Month maturation

Bottling Analysis: Alc 13.7%, TA 5.23, pH 3.59

No of Bottles 929

