



MISSION
SINCE 1851

THE GAIA PROJECT

The embodiment of Mother Nature, Gaia represents Mission’s deep and enduring commitment to our natural world. Seeking to minimise our impact on Earth a little more each day, The Gaia Project unites our many ongoing environmental practices to preserve our Earth for future generations.



THE GAIA PROJECT 2022

Rosé

Hawke’s Bay | New Zealand



“Fresh summer berries and juicy stonefruit generosity”

Sourced from some of the best Hawke’s Bay vineyards, this delicious Rosé is made from a blend of Syrah, Merlot and Malbec from vineyards in the Bridge Pa triangle and the Gimblett Gravels. Expressive and vibrant, it is bursting with fresh summer berryfruits; strawberry and raspberry are beautifully balanced with crunchy acidity an abundance of juicy stonefruit, and a soft texture.

The Gaia Project wines are kind on nature and wild on taste. Every aspect of their creation has been carefully considered to offer wine lovers an environmentally conscious choice with great flavour. The Gaia Project wines reflect our sustainability journey so far, from vineyard to glass.





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New Zealand Winegrowing

Central to the success of New Zealand as a world-renowned wine growing region is the temperate maritime climate and the free-draining alluvial soils.

The growing season is long, providing perfect conditions for slow ripening and full flavour development. Cool nights and warm days retain acidity which lends freshness and vibrancy to the wines, highly characteristic of New Zealand wine styles.

Hawke's Bay Region

Located on the east coast of the North Island, Hawke's Bay wine region is one of the warmest winegrowing regions in New Zealand.



The long and warm growing season provides for excellent ripening conditions and full flavour development.

The Gaia Project Sustainability Practices

- Mission has been a founding member of Sustainable Winegrowing New Zealand since 1995 and ISO 14001 certified since 1998 – one of only a few wineries in New Zealand to have both certifications
- Some vineyards are certified BioGro Organic with others under conversion
- Every year we measure and benchmark our winery energy and water use with wineries of the same size. Consistently, we are below average. In 2021 we are:
 - 58% more energy efficient and
 - 63% more water efficient, compared with wineries of the same size
- We employ regenerative viticulture techniques and have been a leader in organic vineyard research. In 2015, Mission was the winner of the Ballance Farm Environmental Awards for Excellent Soil Management
- Our packaging is lighter on Earth with 30% recycled content in the labels, lightweight bottles and 73% recycled content in the cartons



Soils

Gravel beds, free-draining alluvial soils and stony terraces

Growing Season

Dry, sunny and warm conditions delivering intense and characterful wines

Winemaking Technique

The Syrah and Merlot was very lightly pressed to tank using free run juice which gives the delicate aromas and a fine palate. The Malbec was handpicked and barrel fermented providing a complexity of fruit flavour and textural softness to the finished wine ensuring it is bright, fruit-driven and well-balanced.

Technical Specifications

Alcohol	12.7%
Acidity	5.6 g/L
Residual Sugar	5 g/L
pH Level	3.35

Cellar Potential

Enjoy now or cellar carefully for up to two years