



MISSION

SINCE 1851

Reaching New Zealand shores in 1838, pioneering French missionaries founded a legacy. From their many accomplishments now interwoven throughout history came New Zealand's first winery, Mission in 1851. Their inspiration, a legacy we continue.

ESTATE 2021

Merlot

Hawke's Bay | New Zealand



“Soft and velvety with intense dark plum, sweet spices and savoury notes.”

Sourced from some of the best Hawke's Bay vineyards, this delicious Merlot is expressive and vibrant. Soft, rich and velvety with excellent structure, fresh plum and forest fruits are beautifully balanced with hints of sweet spice and savoury notes.

Mission Estate wines are made from classic varieties, fruit-driven and immensely approachable. They are bursting with flavour, affordable and perfect for everyday occasions.



missionestate.co.nz



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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 fruit acidity which lends a freshness and vibrancy, highly characteristic of New Zealand wine styles.



Sustainability Practices

Mission has strong sustainability credentials as a founding member of Sustainable Winegrowing New Zealand. Our winery has held ISO 14001 environmental certification since 1998 meaning our wine has been produced under a management system certified as complying with ISO 14001:2015 by www.sgs.com for more than 20 years.



With organic certifications in some vineyards, Mission has an ongoing commitment to sustainable viticulture and winemaking practices.

In 2007 the Mission winery underwent a multi-million dollar upgrade designed to maximise energy and water efficiencies.

Today, Mission is proud to produce some of New Zealand's finest wines in the most environmentally friendly manner.

Soils

Gravel beds, free-draining alluvial soils and stony terraces.

Growing Season

Warm and dry delivering intense and characterful wines.

Winemaking Technique

Fruit was crushed to fermenter and inoculated with specially developed, aromatic yeast to intensify varietal character. A week long, warm fermentation was undertaken and carefully mixed each day for colour. After fermentation was complete the wine remained a further 2-3 weeks on skins before a further tank maturation.

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.



Technical Specifications

Alcohol 13.7%

Acidity 5.3g/L

Residual Sugar <1 g/L

pH 3.56

Cellar Potential

Enjoy now or in the next five years.