



CRIMSON

PINOT NOIR • 2024

• MARTINBOROUGH

22 years ago we named this special Pinot Noir 'Crimson' in support of Project Crimson, the charitable trust working to replant and preserve native red-flowering pōhutakawa and rātā trees throughout New Zealand.

Ata Rangi founder, Clive Paton, has planted more than 75,000 trees at the Ata Rangi family's Bush Block. We continue to support conservation efforts across our region. Crimson Pinot Noir celebrates our commitment to remain in service to the land and to the ecosystem that sustains us.

projectcrimson.org.nz

HARVEST DATA

The 2024 vintage: arguably the best in 45 years we have been growing grapes, especially rewarding for us as organic growers, the hard work over the last 10 years evident. A wet winter was followed by drying winds and spring frosts. Fewer bunches materialised on the shoots, but a good flowering and fruit set resulted in small but fully formed bunches. A glorious summer rolled on to provide beautiful skin and tannin ripe fruit, with perfect acidity. An excellent vintage that has materialised exciting wines with great longevity.

Harvest — fruit was hand-harvested with the majority destemmed and a small parcel whole bunch fermented. Indigenous yeast ferment took place in stainless-steel tanks before the wine was racked off into French oak barrels for 12 months.

TASTING NOTE

An expressive nose of red fruits, with hints of pink peppercorn, hibiscus, fresh sage and rosemary. The palate opens to plush fruit, with a dash of graphite and crushed rock. The tannins are finely textured, like crisp cut velvet. This wine has a salivating, exciting quality that sets it apart from Crimson of other years. An all-encompassing wine that drinks beautifully now, its persistence and energy will reward those who cellar.

WINE MAKING	WHOLE BUNCH	DESTEMMED	FERMENTATION VESSEL	FERMENTATION	BARREL TYPE	MATURATION	BOTTLED
	20%	80%	Open top stainless-steel tanks	Indigenous yeast	French oak barriques	12 months	March 2025
WINE ANALYSIS	ALCOHOL	RESIDUAL SUGAR	PH	ACIDITY	TOTAL SULPHUR	CELLARING	
	13.5%	Nil	3.56	5.0g/L	50mg/L	5 — 15 years	