

A SIP OF ... CLOUDY BAY

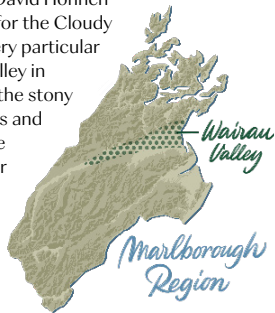
Introducing New Zealand's terroir to the world



What makes Cloudy Bay Sauvignon Blanc rare and unique?

Location, location, location !

From the beginning, David Hohnen chose to plant vines for the Cloudy Bay Sauvignon in a very particular area of the Wairau valley in Marlborough. There, the stony and free-draining soils and warm sunshine create perfect conditions for the distinctive and unmistakable style of Cloudy Bay Sauvignon Blanc.



Taste the difference

Attention to detail is key in the Cloudy Bay vineyards, with yields reduced to reveal the purest and most concentrated flavour and complexity in the grapes. The Cloudy Bay team handles this fruit very gently in the winery, ensuring that what you taste in the glass is a true reflection of the vintage and the vineyard.



Less is more

Every June, our Blending Committee evaluates almost 90 Sauvignon Blanc wines made from individual vineyard parcels. The team then selects which wines will make the final blend.

In some years, the decision is made to deselect up to 30% of the samples. This ensures that what is in the bottle never disappoints.



What should you list ?

Cloudy Bay Sauvignon Blanc

- The wine which put New Zealand on the global wine map.

What's in it for you ?

- Cloudy Bay is one of the most searched for Sauvignon Blanc in the world, which makes it a safe choice.

AROMATIC VIBRANT FRESH



SAUVIGNY AROMATIC COMPLEX

- Made from fruit hand-harvested from some of our oldest Sauvignon Blanc vines, this wine is barrel-fermented and aged in oak barrels for 18 months, revealing delicious complexity.

What's in it for you ?

- An acclaimed and sophisticated wine that can provide unexpected and provoking pairings with a range of cuisine.

Te Koko

Cloudy Bay Pinot Noir

- Made from fruit planted on the clay soils of the Wairau region's southern slopes. Showing Marlborough is not a one-grape region.

What's in it for you ?

- Ideal by the glass, and versatile enough to pair with a range of different food – from salmon to steak.

SILKY FRAGRANT GENEROUS



STRUCTURED EARTHLY COMPLEX

- Made from fruit from Cloudy Bay's two special and contrasting vineyards in Central Otago, Te Wahi is the perfect balance of power and poise.

What's in it for you ?

- A unique Pinot Noir expression from the world's southernmost wine region, giving some of the world's most famous Pinots a run for their money.

Te Wahi

Anecdotes & Metaphors

During the harvest period for Sauvignon Blanc, the winemakers and viticulturists taste the grapes every day to ensure that they pick at the optimum time.



Pick too early and the wine can have green aromatics, pick too late and the characters can be broad and overly exotic. Cloudy Bay wants neither of these, so timing is everything!

Each year, the weather conditions vary, but our terroir remains the same. Therefore, all our vintages are like siblings – different, but with shared DNA: the Wairau terroir.



To ensure the freshness and consistency of its globally-distributed Sauvignon Blanc, Cloudy Bay seals its bottles with screwcaps. This protects the wine, preserving bright and zesty characters – bringing maximum pleasure to consumers.

Story



1 1983: David Hohnen, a famous and award-winning Australian winemaker in Margaret River, tastes a New Zealand Sauvignon Blanc for the first time. It is a revelation.

3 1984: David convinces a talented winemaker, Kevin Judd, to join the project despite having no name for the wine, no winery nor – indeed – money!

5 2014: After succeeding in Marlborough, the team ventured to Central Otago, with the dream to craft a world class Pinot Noir from a different terroir. The result - Te Wahi.



2 From that moment, David has a new dream: to introduce New Zealand's terroir to the world.

4 1986: One year after the creation of Cloudy Bay, David exports his wine and creates a buzz especially in the UK.

6 2020: Cloudy Bay's global success continues. Cloudy Bay is listed the 10th World's most Admired Wine Brand by Drinks International.