Hawke’s Bay
New Zealand’s Premium Wine Region
Hawke’s Bay is located on the East Coast of the North Island. In travel times, Hawke’s Bay is a 60 minute flight from Auckland and Wellington, and a 90 minute flight from Christchurch.

Hawke’s Bay covers a total land area of 1.4 million hectares on 350km of Pacific Ocean coastline.

Vineyards are mainly concentrated in a 50km x 30km area around the cities of Hastings and Napier within sheltering inland ranges, however you will find vineyards cover a much larger area 140km x 60km to the North and South.
Hawke’s Bay is New Zealand’s second largest wine producing region with over 76 wineries, 200 vineyards and 32 Cellar Doors.

A large, diverse region capable of producing a wide range of varietals Hawke’s Bay is best known for its Merlot Cabernet Blends, Syrah and Chardonnay.
Hawke’s Bay is New Zealand’s oldest wine region

Vines were first planted in Hawke’s Bay back in 1851 by French Missionaries who established Mission Estate.

By the early 1920s Mission Estate, Te Mata Estate, Vidal Estate, McDonalds Winery (Church Road) and Glenvale Winery (Esk Valley Winery) were all established confirming Hawke’s Bay as a pioneering, innovative wine region.
Hawke’s Bay
Growing History

Producing Hectares (Ha)

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A maritime climate, free draining soil types with natural low fertility, prevailing hot dry north westerly winds, low rainfall, a long growing season and an annual average of 2220 sunshine hours make Hawke’s Bay one of the warmest areas in New Zealand.
Climate Comparisons

<table>
<thead>
<tr>
<th>Location</th>
<th>Heat Degrees Days</th>
<th>Rainfall mm (growing season)</th>
<th>Rainfall mm (for 3 months of vintage)</th>
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<td>Blenheim, Marlborough</td>
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SOURCE: “Viticulture and Environment,” John Gladstone. 1992 (adjusted to remove the 19 degree C upper limit) Hawke’s Bay figures are a mean of six geographically distributed vineyards from 1995 – 2014.
Hawke’s Bay Climatic Maps

Annual Rainfall

October Frost Days

Annual Rainfall
Data supplied by NIWA

October Frost Days
Part data supplied by NIWA
Over thousands of years, five major Hawke’s Bay rivers moved and formed valleys and terraces to create over 25 different soil types from clay loam, to limestone, to sands and free draining gravels and red metal.

Altitude within Hawke’s Bay ranges from sea level to several hundred metres inland.

Warm north-facing hillsides, river valleys and terraces, and coastal areas provide a range of low vigour vineyard sites suitable for a diversity of varieties.
Hawke’s Bay Sub-Regions

- Havelock North
- Hastings
- Napier
- Bridge Pa Triangle
- Gimblett Gravels
- Tukituki Valley
- Esk River
- Dartmoor Valley
- Te Awanga
- Ngaruroro River
- Korokipo
- MangaTAHI Terraces
- Crownthorpe Terraces
- Central Hawke’s Bay
- TutaeKuri River
- Tukituki River
- Havelock Hills
- Te Awanga
- Tukituki Valley
Over the last 5 million years plate tectonic movement has uplifted greywacke rock formed from compressed sand to shape the Kaweka and Ruahine mountain ranges. These same geological powers, combined with natural weathering processes, have also caused the rock to fracture and erode into streams and rivers where it is transported and deposited as greywacke alluvium. This creates the multitudes of soil types from rounded gravels, sand, silt and clay.

Hawke’s Bay’s soils are heavily influenced by this alluvium but also by aeolian (wind blown) material taking the form of volcanic ashes, loess or silt and fine sand from river beds.
Hawke’s Bay Soil Maps

**Esk River**
Raw deep sandy soils on the flood plain were deposited during the great Esk River flood of 1937 and overlay gravel and shingle seams washed down the rivers from the mountain ranges.

**Te Awanga**
Te Awanga has two distinct areas with different soil types. The higher terraced areas are greywacke alluvium from volcanic ash and sandy loam on clay over a cemented pan. The lower Te Awanga areas are the same as the Tukituki Valley with alluvium from muddy siltstones and consists of a silty clay loam on clay on a clay pan.
Hawke’s Bay Soil Maps

Heretaunga
The Heretaunga Plains consist of a matrix of heavier fertile silts and clays which up until 130 years ago with the inception of the Heretaunga scheme were swamp, deep sands and gravels. Over thousands of years river alluvium has gradually filled into a coastal lagoon created by a shingle bar formed by gravels and a sand bar. The most recent soils uplifted in the 1931 earthquake are the coastal areas of Ahuriri and Meeanee.

Bridge Pa
Bridge Pa contains the oldest soils on the Heretaunga Plains. These are distinct as they consist of low fertile, free draining alluvium deposits of eroded ash, loess and underlying sediments from the surrounding hill sides. Underneath these deposits overlay the commonly referred to “red metals”.
Hawke’s Bay Soil Maps

**Gimblett Gravels**
The Gimblett Gravels region formed when the Ngaruroro River last changed course in flood in 1867. The soil has a thin top soil of fine sand/sandy loamy overlying stony gravels mixed with varying proportions of sand. There are horizontal lenses of non-stony sand between stony layers. The stones on the surface radiate heat absorbed during the day lifting the heat levels accumulated in this area.

**Ohiti**
Ohiti soil types are similar to the Heretaunga Plains but are consistently lighter and more free-draining with deep sands and silts.
Hawke’s Bay Soil Maps

**Dartmoor Valley**
Dartmoor Valley soil types along the Tutaekuri River are the same as the Heretaunga Plains however higher terraces show soils more similar to the Bridge Pa area with ash and loess over red metal providing free draining and low fertile areas.

**Mangatahi & Crownthorpe Terraces**
Intermediate river terrace soils similar to the ash soils of the Bridge Pa area, though coarser in texture, overlay red metal, which is often found close to the surface. They are naturally low in fertility and are predominantly sandy loam in texture.
Hawke’s Bay Soil Maps

**Havelock Hills**
Narrow terraces on the sides of hill streams from the Havelock and other hills are formed from alluvium from limestone and greywacke. Textures vary with the type of limestone including sandy loams to sandy limestone and clay loams from clayey limestone.

**Tukituki Valley**
Sand on stones and stony gravels creating shallow and gravelly soils are the common soil types in this area.
Central Hawke’s Bay viticulture is located on 3 major geographical features - limestone hills, gravelly and stony plains and argillite hills and plains. Limestone rock provides free draining and biologically active soils that give distinctive mineral character to the wines. West of the limestone hills, soils are free-draining sandy silts and gravelly terraces. Fractured Argillite shale provides free draining soils of low to moderate fertility in various areas of Central Hawke’s Bay.
Hawke’s Bay Plantings: River Valleys

Running across Hawke’s Bay, from the sheltering inland ranges in the West to the sea in the East, are four rivers which have over time created a huge diversity of grape growing sites. These sites have provided sheltered environments with variations in altitude, aspect to the sun and variations in soil type. From North to South, the rivers are Esk River Valley, Tutaekuri River Valley, Ngaruroro River Valley and Tukituki River Valley.
Hawke’s Bay Plantings: River Valleys

Esk River Valley
The Esk Valley with its narrow opening to the sea provides a unique combination of shelter, warmer sea influences and air drainage, produces the region’s earliest ripening grapes. Predominantly alluvial silt with pockets of silty gravels, plantings here are dominated by Merlot, Chardonnay, Malbec and Cabernet Franc.

Tutaekuri River Valley
The Tutaekuri River Valley has a diversity of soil type and growing environment that is mirrored in its equally diverse range of plantings. The plantings are dominated by Chardonnay, Sauvignon Blanc, Merlot and Cabernet Sauvignon. This river valley includes the Whitecliff, Woodthorpe, Dartmoor Valley and Moteo areas and has shown some of the highest growing season temperatures in the region.
Hawke’s Bay Plantings: River Valleys

**Ngaruroro River Valley**
The upper reaches of the Ngaruroro River Valley shelter the inland, elevated terraces of Riverview, Crownthorpe, Matapiro and Mangatahi. These have produced some of Hawke’s Bay’s finest Chardonnay’s and also contain extensive recent plantings of a range of other varieties, including Pinot Noir.

**Tukituki River Valley**
The Tukituki River flows behind Havelock North and has built up a series of river terraces on both banks. Although predominantly planted in Chardonnay and other white varieties, the valley has a long history of producing premium red wine.
**Coastal Areas**

Although the maritime influence of the Pacific Ocean extends into much of Hawke’s Bay, the two grape growing areas located directly on the coast enjoy the most dramatic effects of the temperate climate and long growing season. The gravelly soils of Bay View in the northern Esk River Valley area and Te Awanga in the South have achieved recognition for premium Chardonnay and early ripening reds.

**Heretaunga Plains**

Some of the region’s earliest wineries began in areas closest to commercial activity. These include the extensive plantings at Korokipo as well as Taradale and Meeanee where the history of Hawke’s Bay winemaking began. Further inland are Bridge Pa, Gimblett Gravels and Ohiti. These areas were formed over several thousands of years by the changing course of the lower Ngaruroro River as it left red metal, free draining alluvial soils, gravel and stony terraces. The accumulated heat and day/night temperature differences, together with the free draining qualities of the soils are the reason many of Hawke’s Bay’s wineries and vineyards have established plantings of Merlot, Cabernet Sauvignon and other red varieties here.
Hawke’s Bay Plantings

**Hillsides**

The vineyards at Havelock North on the slopes of Te Mata Peak have been an important feature of Hawke’s Bay since the 1890’s. More recently the hillside terraces have been re-established at Bay View and new hillside vineyards have been established in the Esk River Valley region and Maraekakaho. With their aspect to the sun and ability to shed cool night air, the hillsides are predominantly planted in classic red varieties.

**Central Hawke’s Bay**

Inland at an altitude of up to 300m Central Hawke’s Bay vineyards are characterised as being cooler areas showing potential for Sauvignon Blanc, Pinot Gris and Pinot Noir. Existing vineyards are located on 3 major geological features — limestone hills, gravelly stony plains and argillite hills and plains.
Hawkes Bay is New Zealand’s second largest wine region with the largest premium red wine production in the country.

Hawke’s Bay has over 4744 producing hectares planted, 76 wineries and 71 independent grape growers. Whilst many of the national wine brands have a presence here, the majority of Hawke’s Bay wineries produce less than 200 000 litres per annum and are family owned, offering a true boutique artisan experience.
Hawke’s Bay is a unique region in the wine growing world with many varieties grown successfully. Other more homogenous regions cannot duplicate the complement of vineyard sites available to our wine growers.

The total Hawke’s Bay vintage in 2016 was just over 42,958 tonnes. Currently 63% of production is white wine and 37% is red wine. Chardonnay, Merlot Cabernet varieties and Syrah combined make up 50% of the annual vintage.
Hawke’s Bay has 32% of New Zealand’s total producing hectares for this variety and 30% of New Zealand’s table Chardonnay vintage.
Hawke’s Bay is the largest contributor to the national vintage of Merlot Cabernet and Syrah categories of wine grapes in tonnes and producing hectares.
Vintage by Region and Variety (2015)

Marlborough
- Chardonnay: 14,000
- Merlot Cabernet: 12,000
- Syrah: 10,000

Hawke’s Bay
- Chardonnay: 8000
- Merlot Cabernet: 6000
- Syrah: 2000

Gisborne
- Chardonnay: 4000
- Merlot Cabernet: 2000
- Syrah: 0

Auckland
- Chardonnay: 0
- Merlot Cabernet: 0
- Syrah: 0
Sustainable wine practices in Hawke’s Bay

Sustainable Winegrowing New Zealand® is a pro-active environmental management system that enables the production of high quality wine by employing environmentally responsible and economically viable processes in vineyards and wineries.

Hawke’s Bay has the highest percentage of Sustainable Winegrowing New Zealand® accredited wineries than any other wine region in the country.

Of the 254 vineyards within the region, 96.2% are Sustainable Winegrowing New Zealand® accredited. Hawke’s Bay is committed to this independently audited sustainability programme and these numbers will increase.
Hawke’s Bay Accolades

“Although I had tasted a few wines from Hawke’s Bay prior to my arrival, I simply didn’t fully grasp what this warm North Island region was capable of, and how truly unique it is.”

Daenna Van Mulligan, www.winescores.ca

“Australia has probably at least 20 regions that consistently produce outstanding shiraz. New Zealand has one: Hawkes Bay.”

Huon Hooke, The Age

“This fêted part of the North Island can turn its hand to anything.”

Steven Spurrier, Decanter World Wine Awards Chairman
Hawke’s Bay Accolades

Simply put, Hawke’s Bay produces some of the finest flavoured, complex, textural Chardonnay’s in the new world, and the warm low vigour vineyards of the region produce, at their best, rich elegant ripe red wines based on either Merlot or Syrah.

Nowhere else in New Zealand can do this. These are wines that we love...it is why we are here!

Steve Smith MW, Smith & Sheth Wine Company
Hawke’s Bay - one more time

> New Zealand’s oldest wine region (1851)
> Largest premium red wine production in NZ
> Renowned for full-bodied Red Blends, elegant Syrah and rich, complex Chardonnays
  > Over 200 vineyards, 76 wineries and 32 cellar doors
  > Hawke’s Bay offers extensive wine tourism experiences (wine tours, vineyard cycling, winery concerts, urban wineries)
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