



**HAWKE'S BAY WINE**  
NEW ZEALAND

# Hawke's Bay

One of the world's great wine regions

# A Brief History of Hawke's Bay

- Māori first settled in Hawke's Bay around 1250–1300 AD.
- Early Māori settlements were established from Māhia Peninsula in the north to Pōrangahau on the south coast. Ngāti Kahungunu arrived during the 16th century and became the dominant iwi (tribe) in the region.
- James Cook sailed the Endeavour into Hawke Bay in October 1769. Captain and crew remained on board, but some Māori paid them a visit by waka (canoe). Some trading of goods occurred during this visit, and during Cook's second visit in 1773.
- Mission stations were not established in Hawke's Bay until 1844, when one was started by William and Elizabeth Colenso at Waitangi, near Clive, and another by James and Elizabeth Hamlin at Wairoa.

Source: Kerry Pollock, 'Hawke's Bay region', Te Ara - the Encyclopedia of New Zealand

# Māori Heritage in Te Matau-a-Māui

- Ngāti Kahungunu is the largest iwi (tribe) in Hawke's Bay, and the third largest in New Zealand. Its people claim descent from both the earliest-known settlers of the region and the eponymous ancestor Kahungunu and his kin, who arrived later.
- There are 75 Ngāti Kahungunu and 11 Rangitāne marae in Hawke's Bay. Waipapa a Iwi marae in Mōhaka is distinguished by its historic round meeting house, Rongomaiwahine. The Tākitimu meeting house in Wairoa was unveiled in 1938 as a memorial to Sir James Carroll, a distinguished Ngāti Kahungunu politician.
- Ōtātara pā in Taradale, which dates from the 16th century, is one of the most important pā sites in New Zealand. Ngāti Paarau hapū of Waiohiki are kaitiaki (guardians) of the site.
- Māori lost most of their land through sales and confiscations. Despite this, Hawke's Bay still has a significant Māori population in the 21st century.
- Today, nearly a quarter of the Hawke's Bay population identify as Māori, a number higher than the national percentage.

Source: Kerryn Pollock, 'Hawke's Bay region', Te Ara: the Encyclopedia of New Zealand

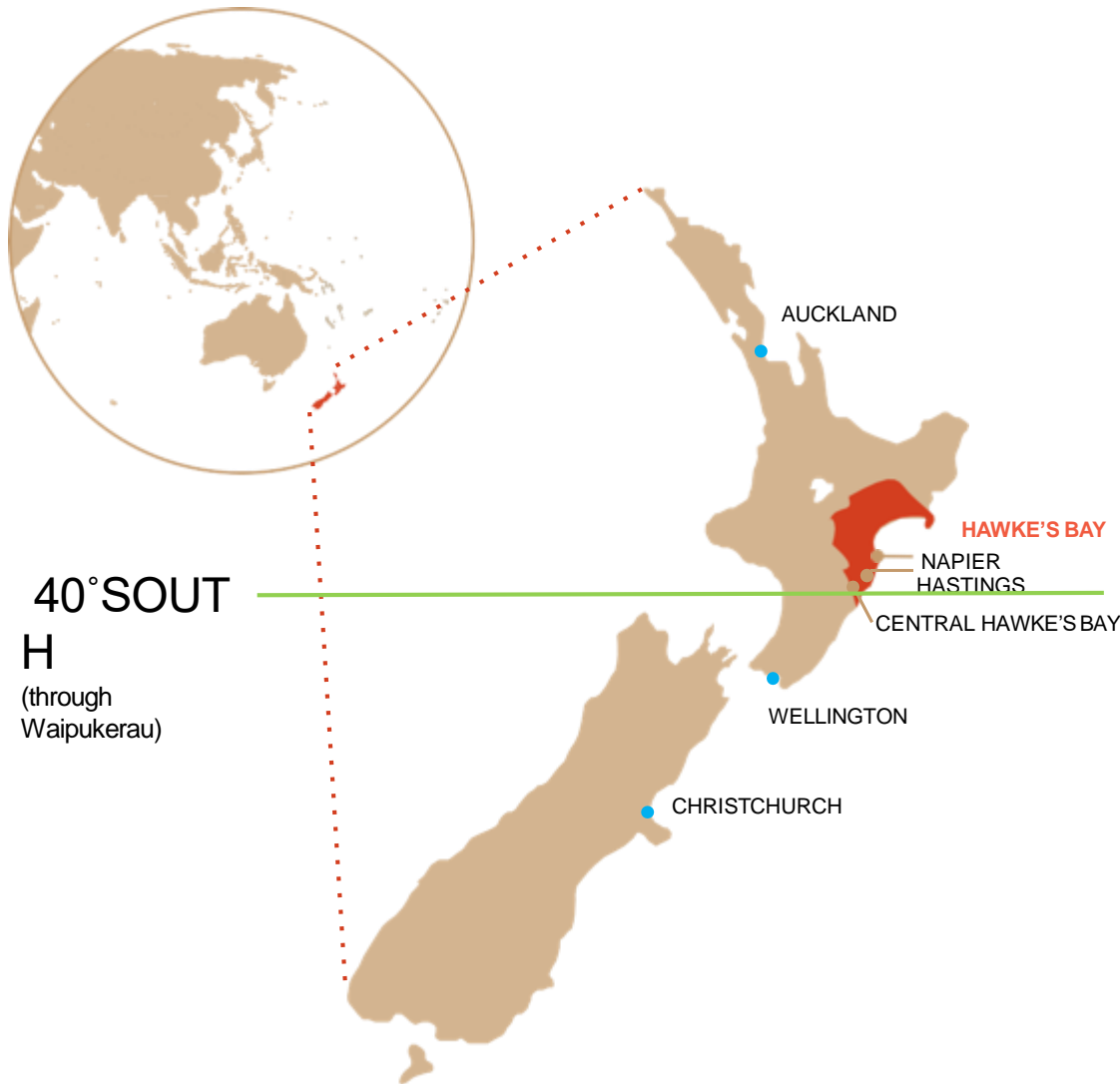
# Hawke's Bay



**From the summit of Te Mata Peak in Havelock North there is a 360-degree outlook that shows the diversity of the Hawke's Bay landscape. There are ranges, hills and plains, watched over by the ever-present Ruahine and Kaweka ranges to the west; the curve of Hawke Bay itself, tipped by Māhia Peninsula and the ranges surrounding Lake Waikaremoana in the north; and a hint of the eastern coast and hill country that stretches south to Cape Turnagain.**

**The Wairoa, Mōhaka and Esk rivers run down from the ranges in the north. The Tūtaekurī, Ngaruroro and Tukituki rivers flow through the central plains. All drain into the ocean on the east coast.**

# Where is Hawke's Bay?



- Hawke's Bay is located on the East Coast of the North Island - a 60 minute flight from Auckland and Wellington, and a 90 minute flight from Christchurch.
- Hawke's Bay Region covers a total land area of 14,641 sq. km with 350km of Pacific Ocean coastline.
- Vineyards are concentrated in areas around the cities of Hastings and Napier, within sheltering inland ranges. However, you will find vineyards also extend North and South of the region.

# Hawke's Bay Geographical




# 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 20<sup>th</sup> century, Mission Estate, Te Mata Estate (1896), Vidal Estate (1905), McDonalds Winery (1897 - Church Road) and Glenvale Winery (1933 - Esk Valley Winery) were all established, confirming Hawke's Bay as a pioneering, innovative wine region.

# Hawke's Bay Climate

- Hawke's Bay has a generally dry, warm climate because it is sheltered on the west by the North Island's main mountain ranges. The region has 2,150–2,250 hours of sunshine each year, and the Heretaunga plains have even more.
- In summer the maximum daytime temperature is usually 19–24°C. In winter, the usual daily maximum is 10–15°C.
- Rainfall is highly variable – summer can have droughts or heavy rains. The inland mountains and some coastal ranges receive the most rain (1,600–2,400 millimetres per year), followed by the inland hills and southern Hawke's Bay (1,200–2,400 millimetres). The central plains receive 800–1,200 millimetres. The Heretaunga plains often receive less.

AVERAGE ANNUAL SUNSHINE   
**2,188** HOURS

AVERAGE ANNUAL RAINFALL   
**803** mm

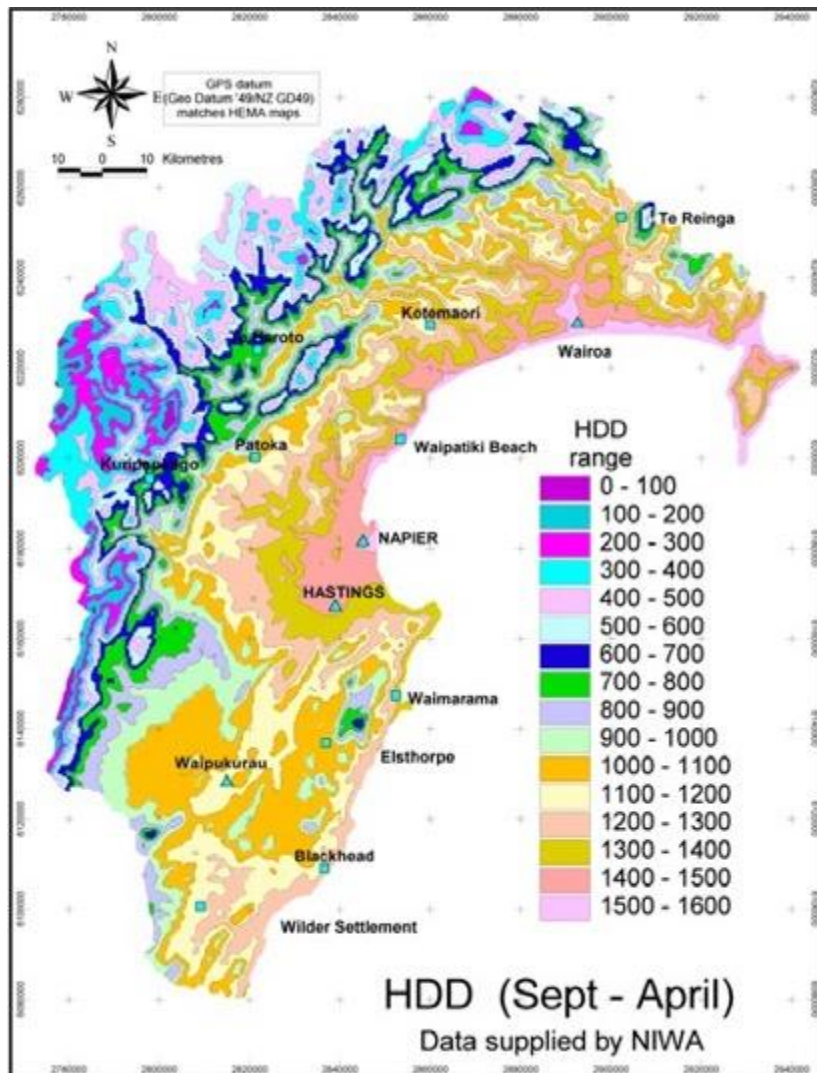
# Hawke's Bay: a Maritime Climate



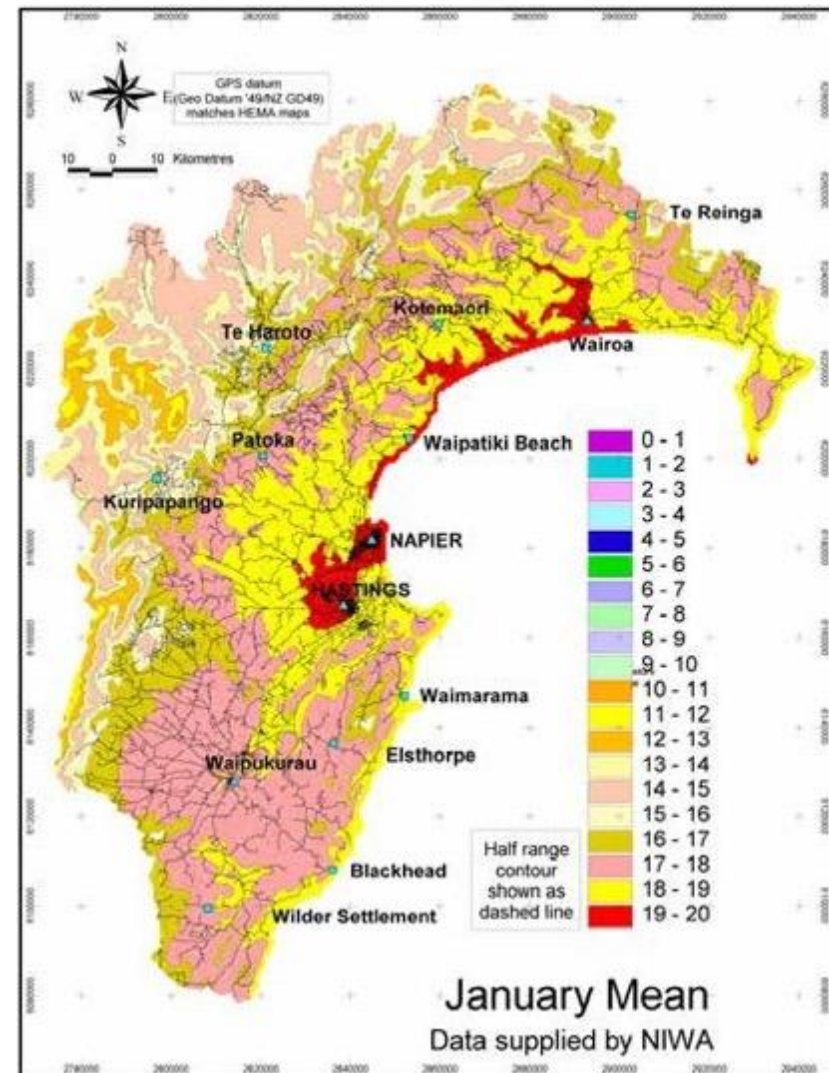
- **Very sunny, with heat summations somewhere between Burgundy and Bordeaux, the maritime influence tempers hot summer days and permits a long growing season. Prevailing hot dry north westerly winds & low rainfall, make Hawke's Bay one of the warmest & sunniest areas in New Zealand.**
- **Surrounding high country offers wind protection through frost can be a risk in some inland areas. Cooler, wet weather can occasionally pose problems in the growing season but free-draining soils with natural low fertility help reduce its impact.**

# Hawke's Bay Climatic Maps

## Heat Degree Days

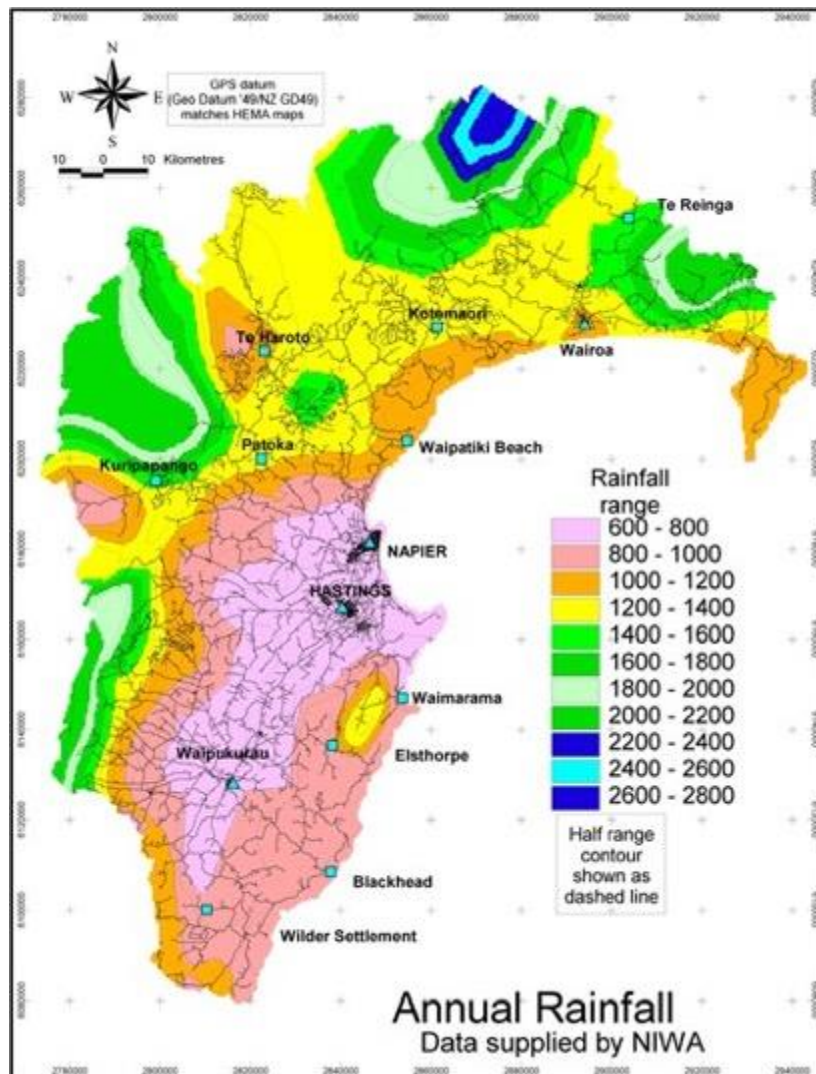


## January Mean Temperature

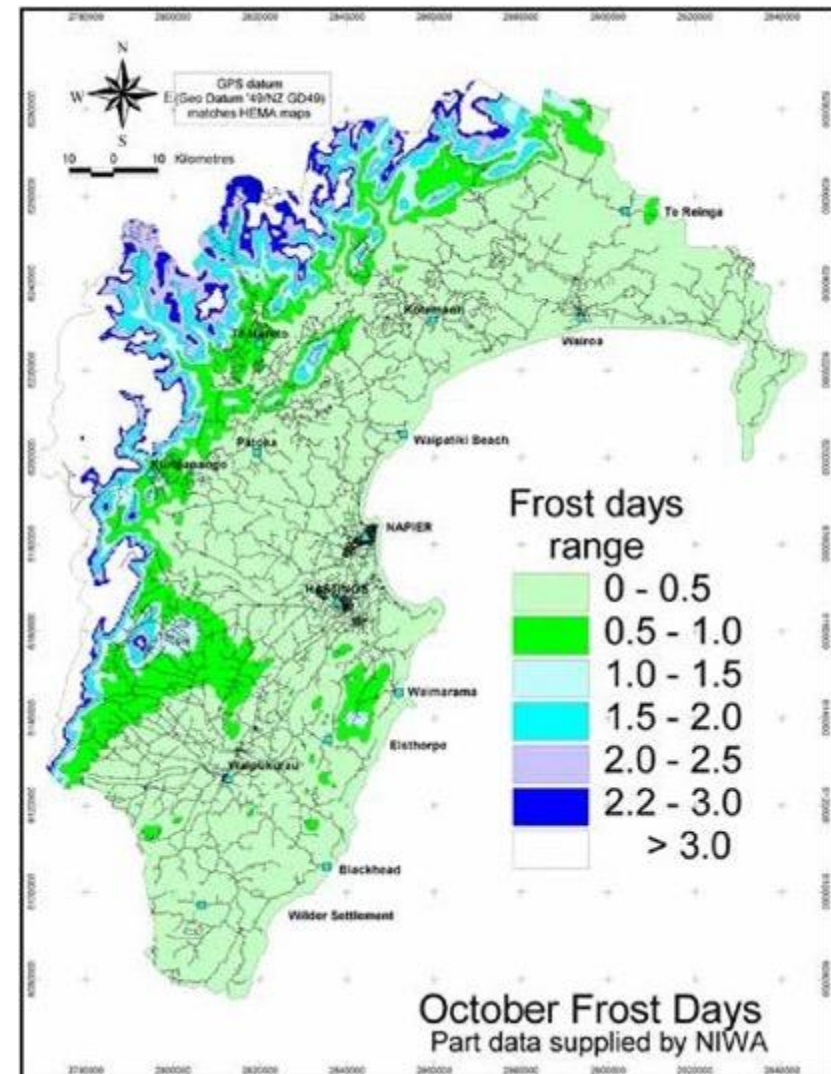


# Hawke's Bay Climatic Maps

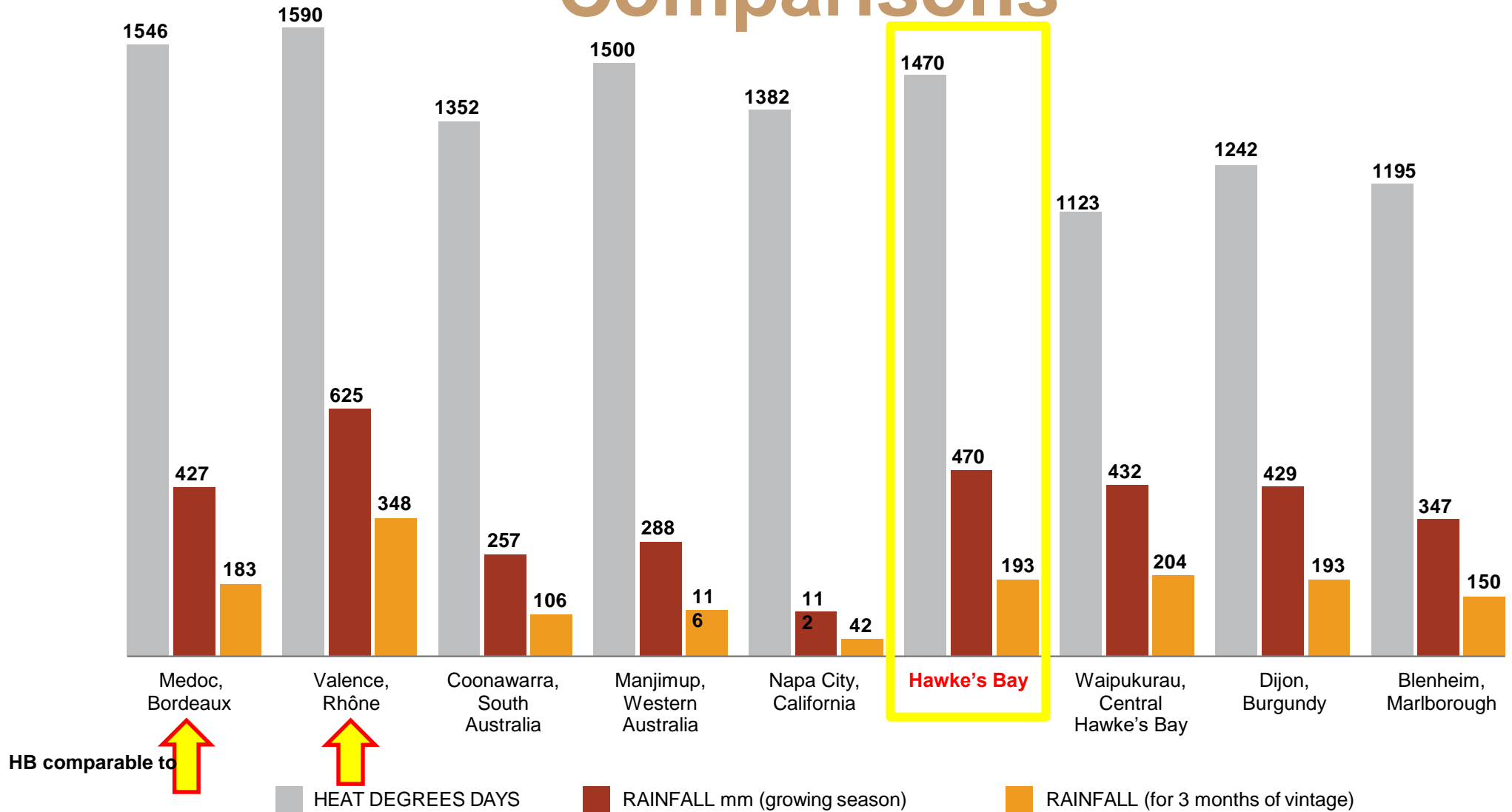
## Annual Rainfall



## October Frost Days



# Global Climate Comparisons



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

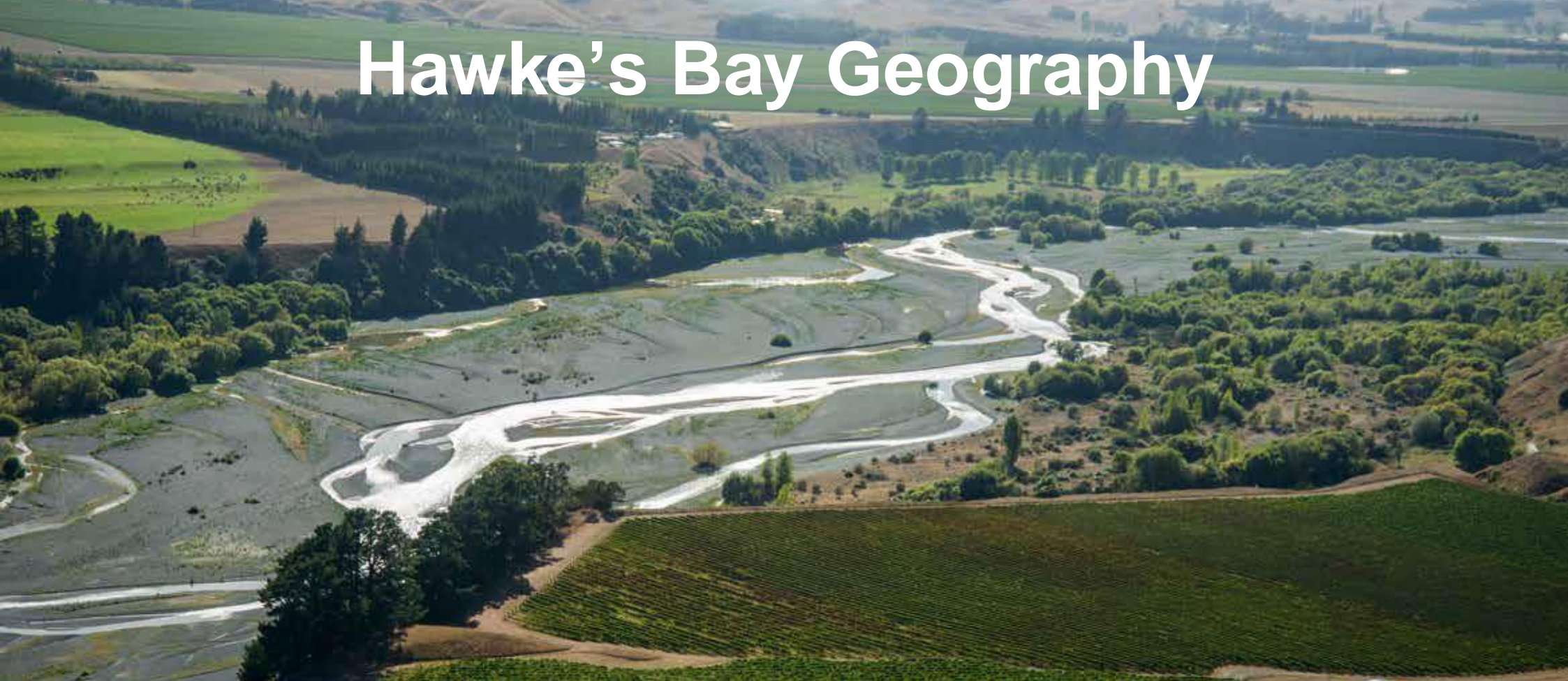
# Hawke's Bay Sub-Regions



# Hawke's Bay Sub-Regions

- **Within Hawke's Bay GI, the only other GI currently registered with IPONZ is Central Hawke's Bay.**
- **Te Mata is denominated as a Special Character Zone.**
- **Gimblett Gravels is a registered trademark of the GIMBLETT GRAVELS Winegrowers Association and can only be used by members producing wines in that designated area.**
- **Similarly, Bridge Pa Triangle Wine District members can use their logo and branding if they meet the association's criteria.**

# Hawke's Bay Geography

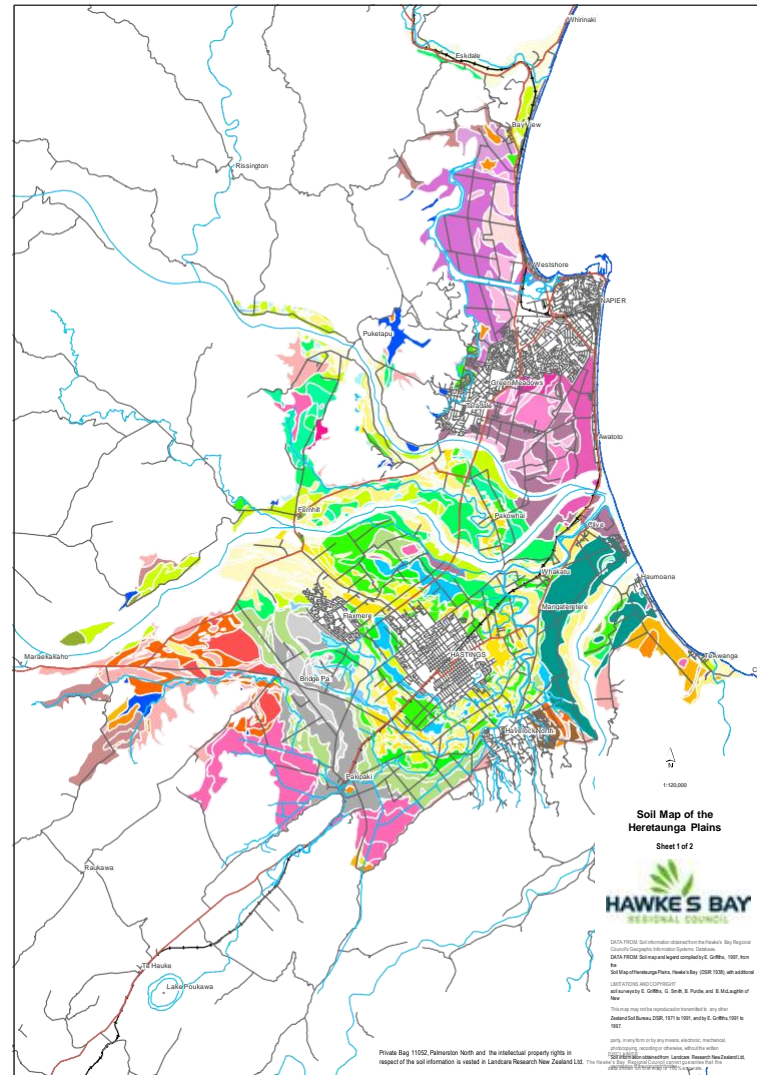


**Over thousands of years, four major Hawke's Bay rivers moved and formed valleys & terraces to create over 25 different soil types from clay loam, to limestone, to sands and free draining gravels, and red metal. From North to South, the rivers are Esk, Tūtaekurī, Ngaruroro and Tukituki.**

**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 Soil



# Hawke's Bay Soil Profiles

**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.**

**Central Hawke's  
Bay**



# Hawke's Bay Soil Profiles

**Esk River**



**Te  
Awanga**



**Heretaung  
a**



**Bridge Pa**



**Gimblett  
Gravels**



# Hawke's Bay Soil Profiles

**Ohiti**

**Dartmoor Valley**

**Mangatahi &  
Crownthorpe  
Terraces**

**Havelock Hills**

**Tukituki Valley**



# Hawke's Bay Wine Production



**Hawke's Bay is New Zealand's second largest wine region, with the largest premium red wine production in the country.**

**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 truly boutique premium wines and an artisan experience.**

# Hawke's Bay Wine Stats over 10 years

## Vintages (2012-2022)

By Region (tonnes)	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Hawke's Bay	32,793	38,829	44,502	36,057	42,958	33,679	41,061	37,173	43,247	41,138	40,172

\* The data shown are the results from the New Zealand Winegrowers' Annual Vintage Survey, whereas "Industry Total" represents the tonnes crushed by the total wine industry. The difference between 'Survey Total' and 'Industry Total' is data from wine companies who did not respond to the Vintage Survey. ND: No data available  
Source: New Zealand Winegrowers' Annual Vintage Surveys +/-3.5%

## Producing Vineyard Area (2012-2022)

By region (ha)	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Hawke's Bay	5,030	4,846	4,774	4,638	4,641	4,615	4,678	4,771	5034	4737	4786

## Winegrowers Membership (2012-2022)

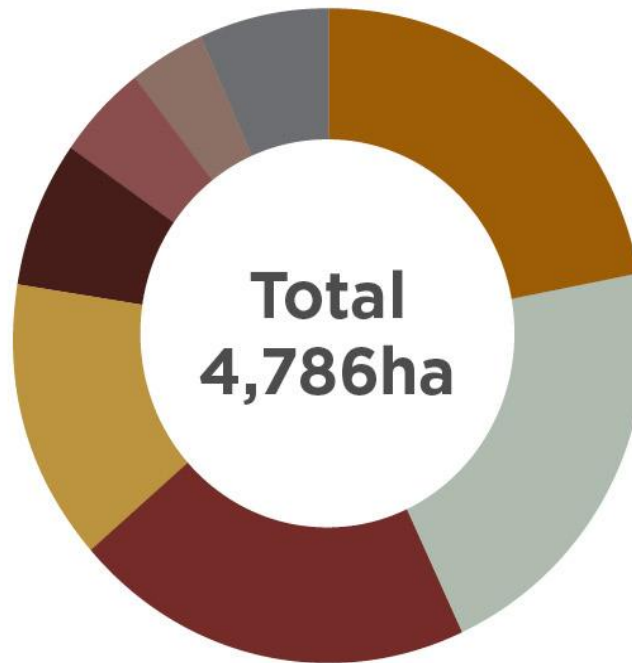
Wineries by region	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Hawke's Bay	84	77	76	75	76	79	91	98	100	104	107
Grape growers by region **	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
Hawke's Bay	103	104	102	74	71	65	62	58	57	65	59

\*projected in 2022

\*\*The grape growers do not equate to number of vineyards. This number just accounts for independent Growers in the region. Many vineyard owners are registered out-with Hawke's Bay, such as the larger National and International brand owners.

Source: New Zealand Winegrowers Annual Report 2019

# Hawke's Bay Key Varieties 2022



**CHARDONNAY 1,060ha**

**SAUVIGNON BLANC 1,011ha**

**MERLOT**

**PINOT GRIS 676ha**

**SYRAH**

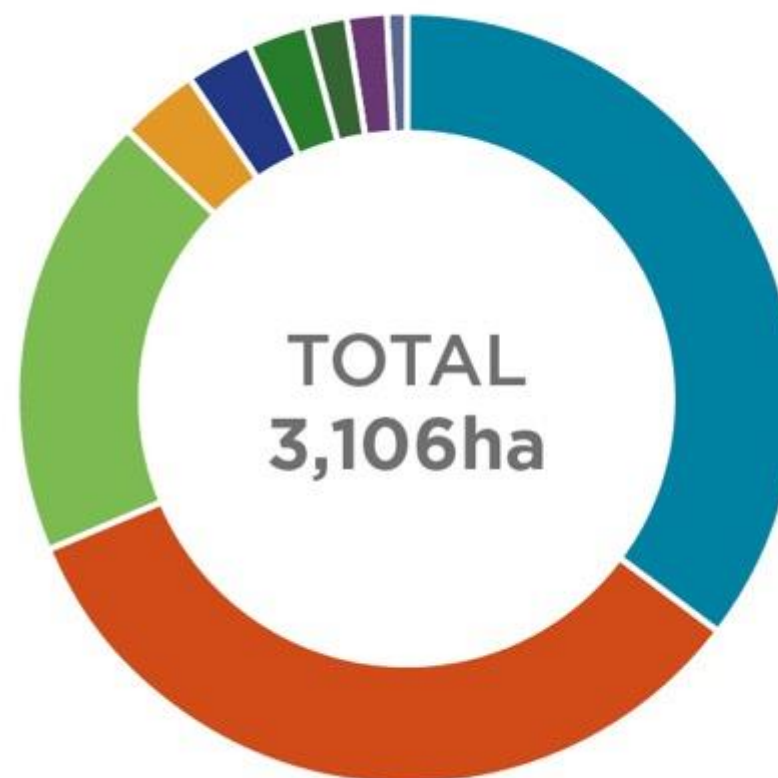
**PINOT NOIR**

**CABERNET SAUVIGNON 183ha**

**OTHER 315ha**

# Chardonnay Production 2018

MARLBOROUGH 1,095ha  
HAWKE'S BAY 1,039ha  
GISBORNE 574ha  
NELSON 105ha  
CANTERBURY &  
NORTH CANTERBURY  
86ha  
AUCKLAND 74ha  
CENTRAL OTAGO 57ha  
WAIRARAPA 49ha  
NORTHLAND 21ha  
  
NOT SHOWN  
WAITAKI VALLEY,  
NORTH OTAGO 5ha

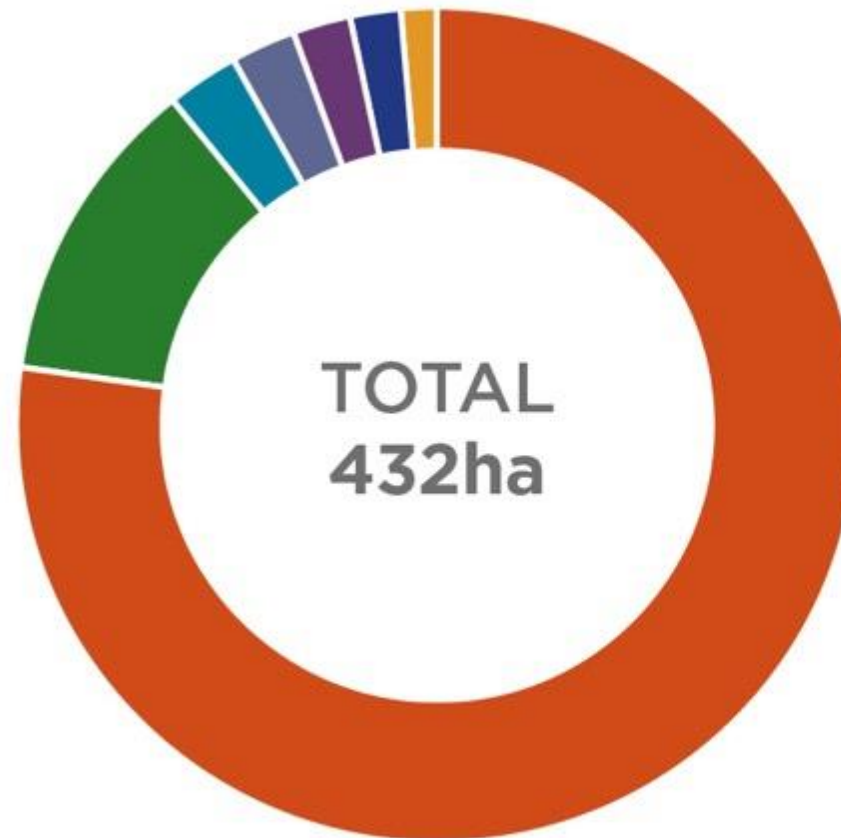


Vintage 2019 numbers show HB and Marlborough producing the same volumes of Chardonnay

# Syrah Production 2018

HAWKE'S BAY 329ha  
AUCKLAND 50ha  
MARLBOROUGH 12ha  
NORTHLAND 11ha  
WAIRARAPA 10ha  
CANTERBURY &  
NORTH CANTERBURY  
8ha  
NELSON 5ha

NOT SHOWN  
CENTRAL OTAGO 3ha  
WAIKATO / BAY OF  
PLENTY 3ha  
GISBORNE 2ha  
WAITAKI VALLEY,  
NORTH OTAGO 1ha



90% of New Zealand's Syrah, Cabernets and Merlot are produced in Hawke's Bay.

# Merlot & Cabernet Sauvignon Production 2018



**MERLOT**

HAWKE'S BAY 1,018ha  
AUCKLAND 34ha  
GISBORNE 27ha  
MARLBOROUGH 23ha  
NELSON 8ha  
CANTERBURY &  
NORTH CANTERBURY 8ha  
NORTHLAND 7ha  
WAIRARAPA 5ha  
  
NOT SHOWN  
CENTRAL OTAGO 2ha  
WAIKATO / BAY OF PLENTY 1ha



**CABERNET SAUVIGNON**

HAWKE'S BAY 220ha  
AUCKLAND 22ha  
CANTERBURY &  
NORTH CANTERBURY 4ha  
NORTHLAND 2ha  
  
NOT SHOWN  
WAIRARAPA 1ha  
NELSON 1ha  
MARLBOROUGH <1ha  
CENTRAL OTAGO <1ha  
WAIKATO / BAY OF PLENTY <1ha

# Sustainable wine practices in Hawke's Bay

Sustainable Winegrowing New Zealand was developed in order to:

- Provide a 'best practice' model of environmental guidelines for the vineyard and winery.
- Guarantee better quality control from the vineyard through to the bottle.
- Assure consumers that products are made with minimal impact on the natural and social environment.
- Monitor, measure, reduce... repeat.
- Sustainable certification must be awarded through an independently audited programme - either Sustainable Winegrowing New Zealand or a recognised organic or biodynamic certification.
- Recognised certification programmes include AsureQuality, BioGro-NZ, Demeter, ISO 140001 and New Zealand Winegrowers' own certification programme, Sustainable Winegrowing New Zealand®, SWNZ®.



Approved sustainable winemaking accreditation programmes operating in New Zealand

- Key focus areas of the Sustainable Winegrowing New Zealand programme include Waste, Water, Pest and Disease, Climate Action and People. These align with several of the United Nations Sustainable Development Goals (SDGs), as well as adhering to standards and guidelines issued by the International Organisation of Vine and Wine (OIV).
- Hawke's Bay has the highest percentage of Sustainable Winegrowing New Zealand® accredited wineries than any other wine region in the country. We also embrace our Tangata whenua links and strive to promote inclusion and diversity in our industry.

# Hawke's Bay – one more time



- > New Zealand's oldest established 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 including 58 independent growers, 98 wineries and 38 cellar doors**
- > Hawke's Bay offers extensive wine tourism experiences (wine tours, vineyard cycling, winery concerts, urban wineries), indeed it is the home of the winner of the First National Cellar Door Award 2019 – Church Road.**

An aerial photograph of a wide river flowing through a rural landscape at sunset. The sky is filled with warm, orange and yellow clouds. The river reflects the golden light. On the left bank, there are green fields and a small cluster of buildings. On the right bank, there are rolling green hills and a large, dark green field in the foreground. The text "Thank you!" is overlaid in the center of the image.

# Thank you!

# Hawke's Bay Accolades

“Although I had tasted a few wines from Hawke's Bay prior to my arrival, 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.com](http://www.winescores.com)*

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

*Huon Hooke, [The Age](#)*

“This fêted part of the North Island can turn it's hand to anything.”

*Steven Spurrier, [Decanter World Wine Awards Chairman](#)*

“Some of New Zealand's best Chardonnay, Syrah and full-bodied red blends are produced here. Sub-regional and even single vineyard expressions are part of what makes the wine scene fascinating, and a sign that Hawke's Bay and its wine producers are critical to New Zealand's wine future.”

*Cameron Douglas [MS](#)*

# Hawke's Bay Accolades

"What really struck me about our #mwnztrip visit to @HawkesBay\_Wine region - how all the producers, hotels, restaurants & food producers are united in their desire to talk about Hawke's Bay first, and themselves 2nd. Great feeling of unity and shared purpose, & some amazing wines."

*Justin Howard-Sneyd MW*

"In general, they gave a really good impression and the best can comfortably be compared with the Rhône, both in quality and, in many cases, stylistically." Blind tasting 2018 Syrah

*Richard Hemming MW for Jancisrobinson.com*

"Simply put, Hawke's Bay produces some of the finest flavoured, complex, textural Chardonnays 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*

# Contacts

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HawkesBay\_Wine



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New Zealand Winegrowers / [www.nzwine.com](http://www.nzwine.com)