



PARITUA

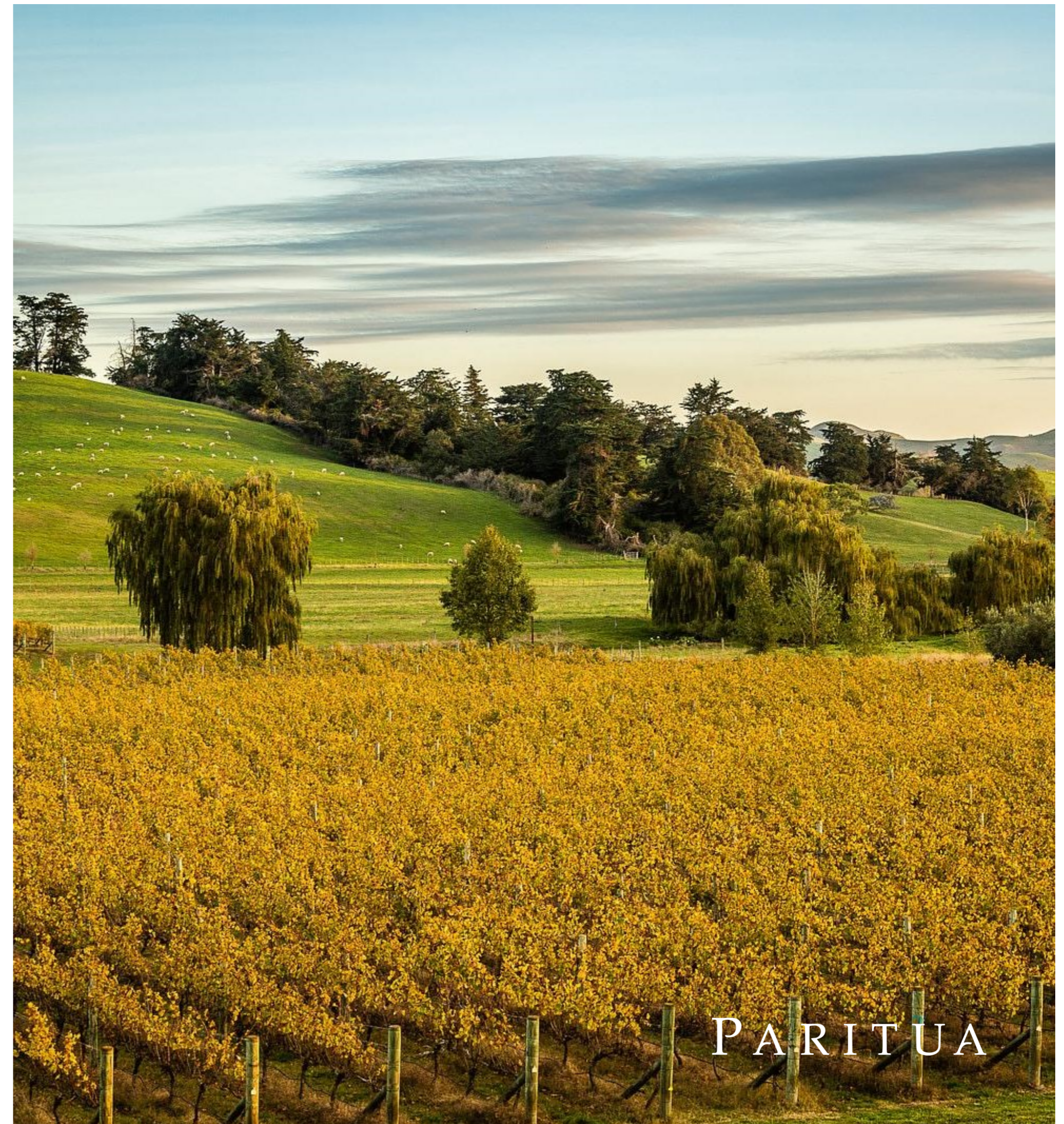
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PRESENTATION \ 2023

OUR LAND \

# At Paritua we appreciate that truly great wine speaks of the land in which it was born.

Our vineyard is in the heart of the acclaimed Bridge Pa Triangle wine region of Hawke's Bay, on New Zealand's North Island. The site is all gravel soils and gentle contours, surrounded by hills and blessed with long, lingering summers and clear, crisp winters... exceptional conditions to create exceptional wines.



PARITUA

OUR NAME \

# 'The meandering stream above the ancient river.'

The name Paritua is a tribute to the Paritua Stream, which meanders gently through the vineyard. Paritua means the meandering stream above the ancient river. The vineyard is planted over the historical riverbed of the nearby Ngaruroro River which flowed through pre the 1860s earthquake. It is a name that also acknowledges the connection with the land and the people of New Zealand.

“Paritua is a Hawke’s Bay winery that has steadily grown in stature over the past decade and certainly has a place on my watch list of rising stars.”

Bob Campbell / MW March 2020.

PARITUA

OUR MARKETS \

# Key Global Markets

New Zealand

Singapore (include Malaysia and Vietnam)

Thailand

China

Denmark

Sweden

Switzerland, Austria, Germany

United Kingdom

USA

Pacific Islands





PARITUA

OUR STORY \

The name 'Paritua' is a tribute to the Paritua Stream, which flows through the vineyard.

Paritua is a Māori word which translates to “the meandering stream above the ancient river”. The vineyard is planted over the historical riverbed of the nearby Ngaruroro River which changed course after the 1860s earthquake leaving free draining gravel soils for viticulture.

OUR LOCATION \

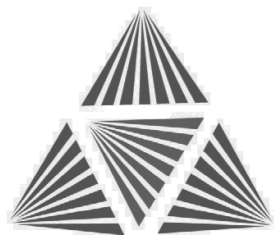
# Wine region

Located in the heart of the prestigious Hawke's Bay Wine Region in the 'Bridge Pa Triangle' Wine District in the North Island. New Zealand's oldest and 2nd largest wine region One of New Zealand's most diverse regions for the growing and crafting of premium red and white wines.

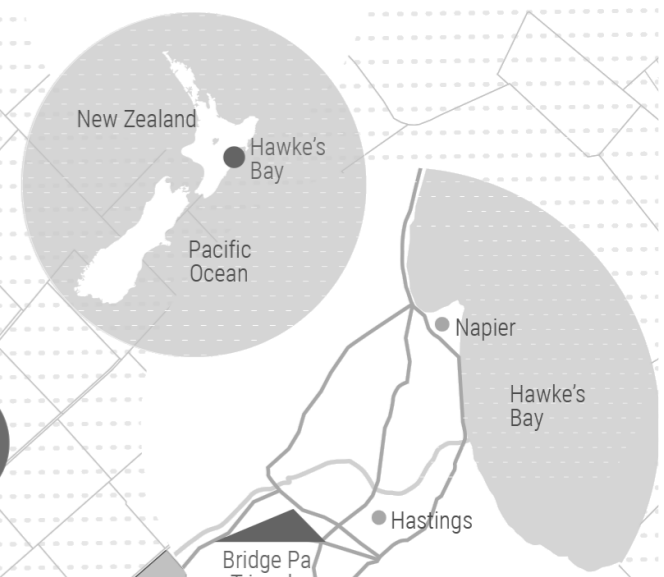
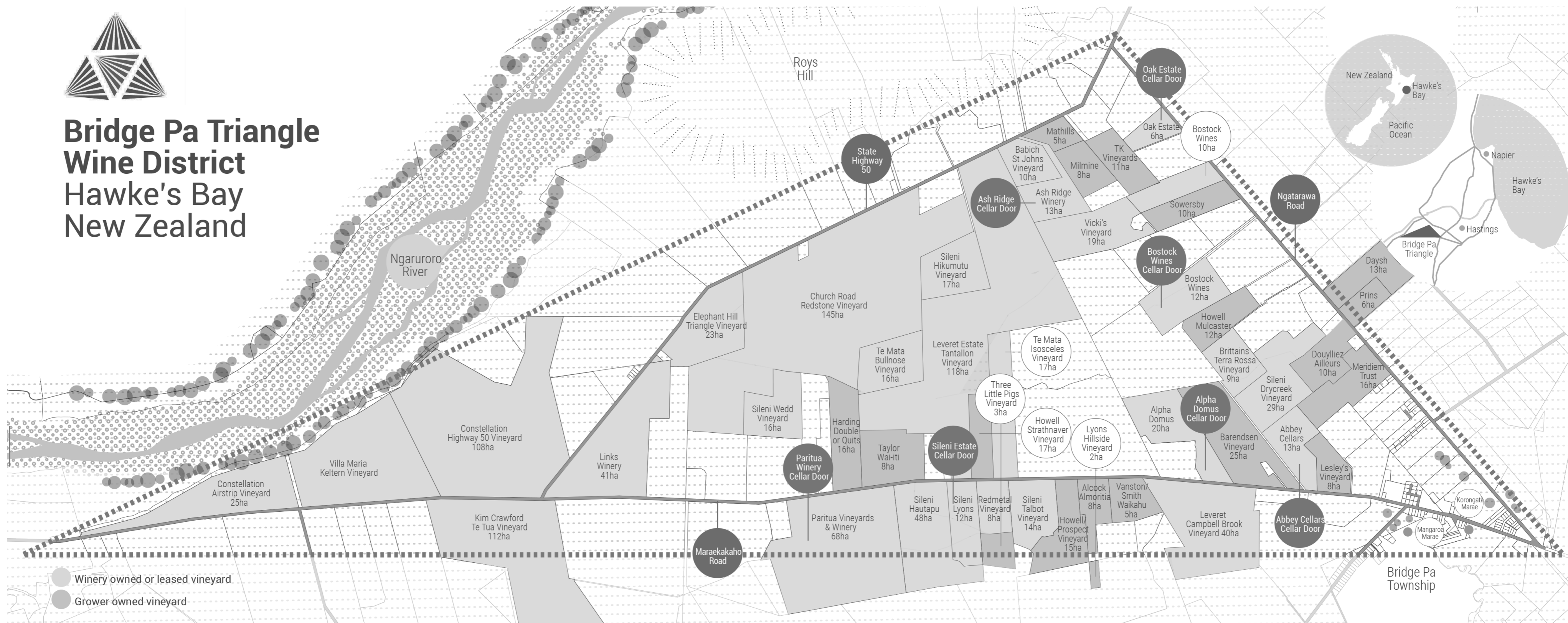
The combination of special soil, high sunshine hours, low rainfall and Growing Degree Days comparable to Bordeaux makes the Bridge Pa Triangle an excellent viticultural sub region.



PARITUA



# Bridge Pa Triangle Wine District Hawke's Bay New Zealand



## Overview

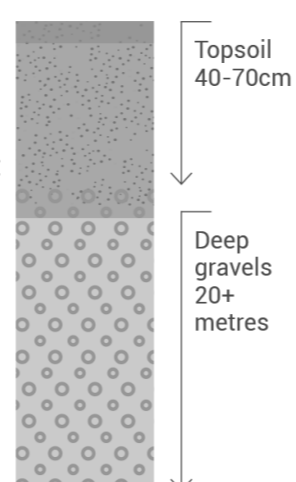
The Bridge Pa Triangle Wine District comprises the largest concentration of vineyards in Hawke's Bay. It is the special nature of the soils and climate here that provide depth and flavour to the wines. The most important grape varieties being Merlot, Syrah, Cabernets and Chardonnay. The district is roughly delineated by three roads: Ngatarawa Road, State Highway 50 and Maraeakaho Road forming the triangle.

**Latitude:** 39.4 S  
**Land Area:** 2,000ha with approx 1,250ha in grapes  
**Soils:** Alluvial - sandy loam over gravels  
**Annual Rainfall:** 750mm  
**Mean January Temperature:** 19.5 degrees C  
**Sunshine Hours:** 2280  
**Growing Degree Days :** 1480

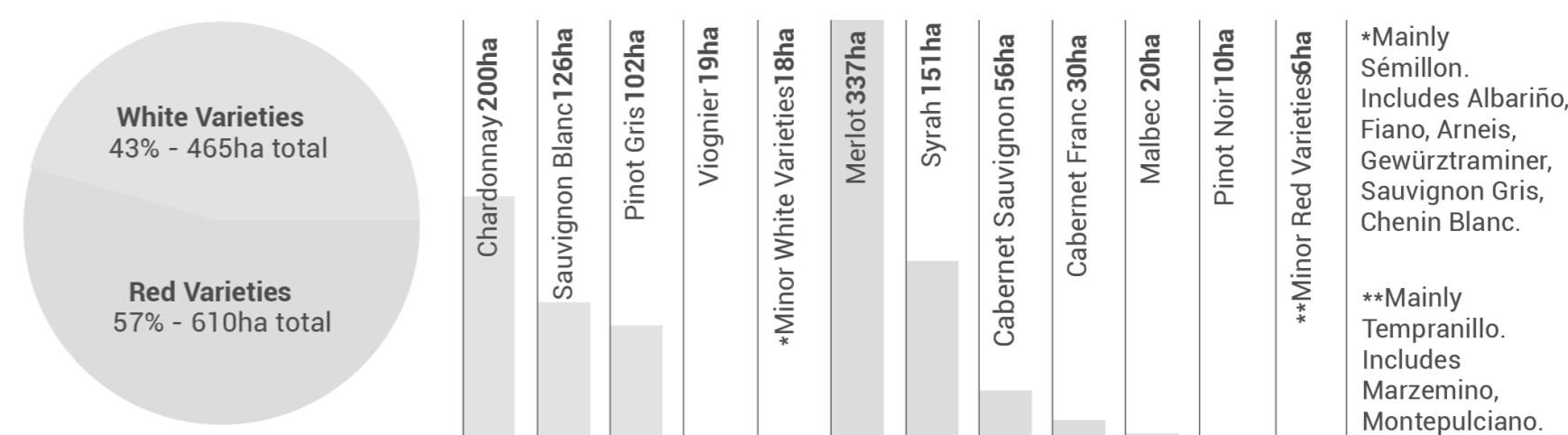
## Soils and Climate

Formed over thousands of years by the changing course of the Ngaruroro River these are the oldest soils on the Heretaunga plains. Moderate depth sandy loam covers deep beds of gravel known locally as "red metals" due to red colouration from the iron content. This excellent growing environment allows the vines to thrive without irrigation until early summer and the grapes to ripen evenly into early Autumn while excess moisture is drained away in wet weather.

Hawke's Bay's northerly location and mountains to the west give it one of the warmest and driest climates in New Zealand. With growing season warmth of around 1480 degree days along with moderate rainfall and free draining soils, the Bridge Pa Triangle plays a big part in the emerging story of Hawke's Bay as a great temperate-climate wine region of the world.



## Varieties Planted



OUR VINEYARD \

# Paritua Vineyard

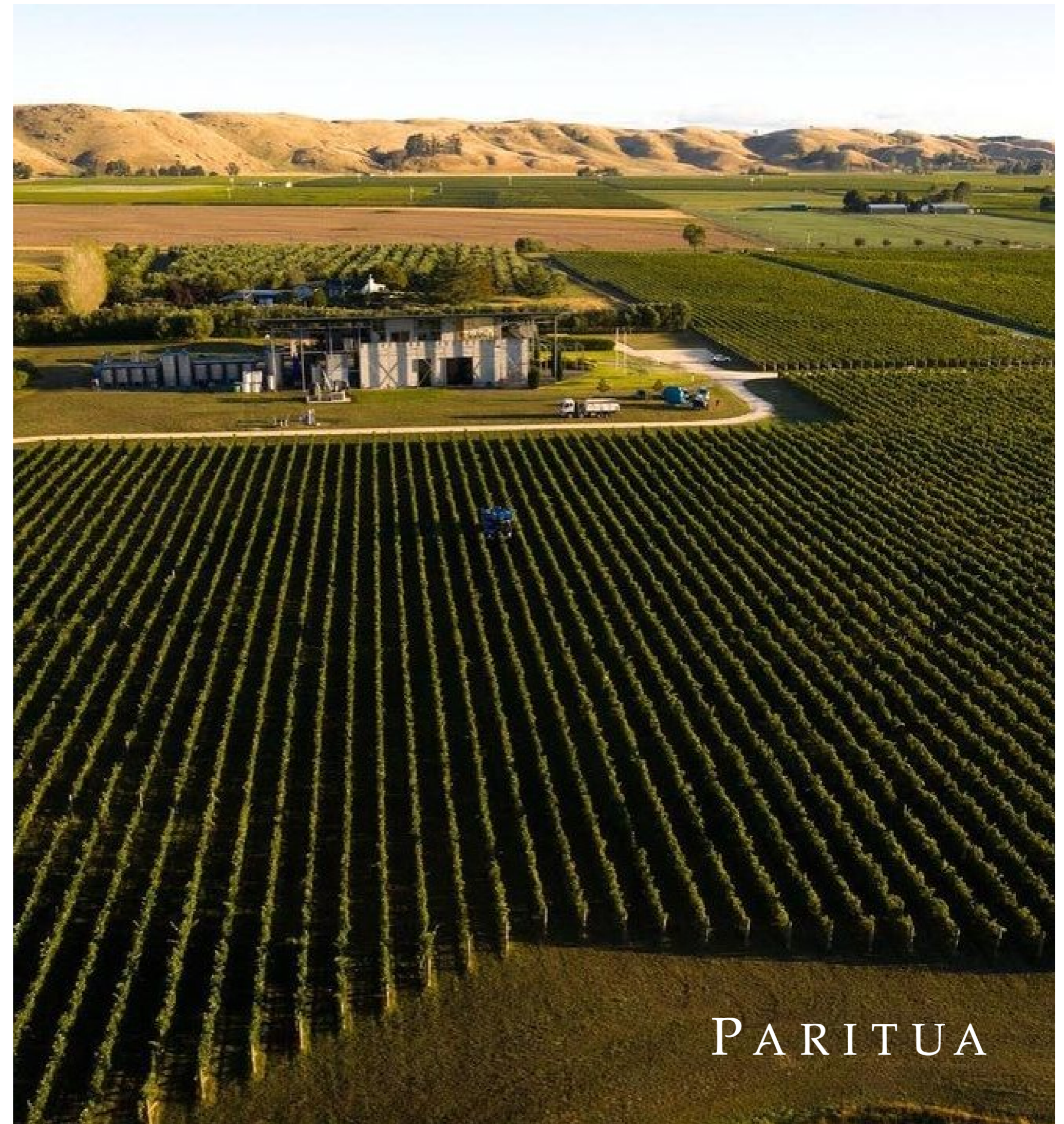
Paritua is a single estate of 54 hectares of fully certified organic vines that were planted in 2003.

## **70% Red varieties**

Made up from, Cabernet Sauvignon, Merlot, Cabernet Franc, Malbec, Syrah.

## **30% White varieties**

Sauvignon Blanc and Chardonnay.







CHARDONNAY 95  
1.91 HA

SYRAH 174  
1.41 HA

MERLOT S2  
4.55 HA

MERLOT S1  
3.49 HA

CABERNET FRANC MATUA  
3.55 HA

MERLOT S1  
3.89 HA

LC 10  
1.76 HA

SYRAH  
0.72 HA

MALBEC  
1.51 HA

MERLOT  
1.56 HA

SYRAH CHAVE  
1.41 HA

MERLOT S2  
3.52 HA

CABERNET SAUVIGNON  
1.00 HA

SYRAH CHAVE  
1.00 HA

MERLOT  
1.68 HA

CHARDONNAY 15  
2.52 HA

SAUVIGNON BLANC  
5.67 HA

OUR VINEYARD \

# Vineyard Layout

PARITUA



OUR VINEYARD \

## Soil

It is the special nature of the gravel soils here that provide depth and flavor to the resulting wines, based on free draining “red metal” gravels overlaid by alluvium derived from loess, volcanic ash and greywacke, unique to The Bridge Pa Triangle, Hawke's Bay.

PARITUA

SUSTAINABILITY AND ORGANICS \

# At Paritua we have a strong belief in sustainability and the preservation of the land.

Our vineyard is 100% Certified Organic and is accredited by Sustainable Winegrowers of New Zealand (SWNZ).\

Paritua Vineyards and Winery converted to full Organic Certification in February 2022.

All Paritua Wines are Vegan Friendly.





PARITUA

OUR FACILITY \

## Bold unique architecture embracing the landscape.

A collaboration with leading New Zealand architects, Crosson Clarke Carnachan. Every design aspect carefully considered for winemaking with the added requirement to sit gracefully in its environment.

OUR FACILITY \

This state of the art winery was built in 2008 with a capacity to crush 450 tonnes.

It has a fully temperature controlled barrel room and our unique optical sorter insures only the best quality fruit makes it into the wine.



PARITUA

OUR WINES \

# Exceptional winemaking goes into every bottle.

Wines bearing our boutique label Paritua are produced only in outstanding vintages, whilst our Stone Paddock selection of wines are made every year. Every bottle of Paritua wine comes from grapes grown on this special, single vineyard, organically farmed site.

PARITUA



OUR WINES \

# 21.12

21.12 is Paritua's flagship wine, the finest Cabernet Sauvignon blend, only made in exceptional years.

21.12 is the address for the Vineyard and Winery in Bridge Pa, Hawke's Bay.

We use this name to keep ourselves connected to our home and our land.

PARITUA

“A firmly structured wine with great cellaring potential.”

Bob Campbell / Master of Wine: 96 Points

“This is a stunning blend with concentrated flavour of perfectly ripe fruit and balanced acidity, elegantly complex barrel details on a fine structured palate.”

Candice Chow / Raymond Chan Wine Reviews: 98 Points

“Set for along life, the classy 2018 is a powerful, sturdy red... with impressive complexity, fine tannins and a long, very harmonious finish.”

Michael Cooper: 5 Stars



PARITUA



OUR WINES \

# Paritua

The Paritua range is our best vintage expression of Merlot, Syrah, Chardonnay, Sauvignon Blanc and Cabernets.





PARITUA

OUR WINES \

# Stone Paddock

The Paritua Stone Paddock range represents our commitment to quality and the pure varietal expression from our vineyard – Merlot, Syrah, Cabernets, Blends, Rosé, Chardonnay, Sauvignon Blanc.

OUR MARKET \

# Channel Strategy

21.12 / High End On Trade, Fine Wine retail and Collectors

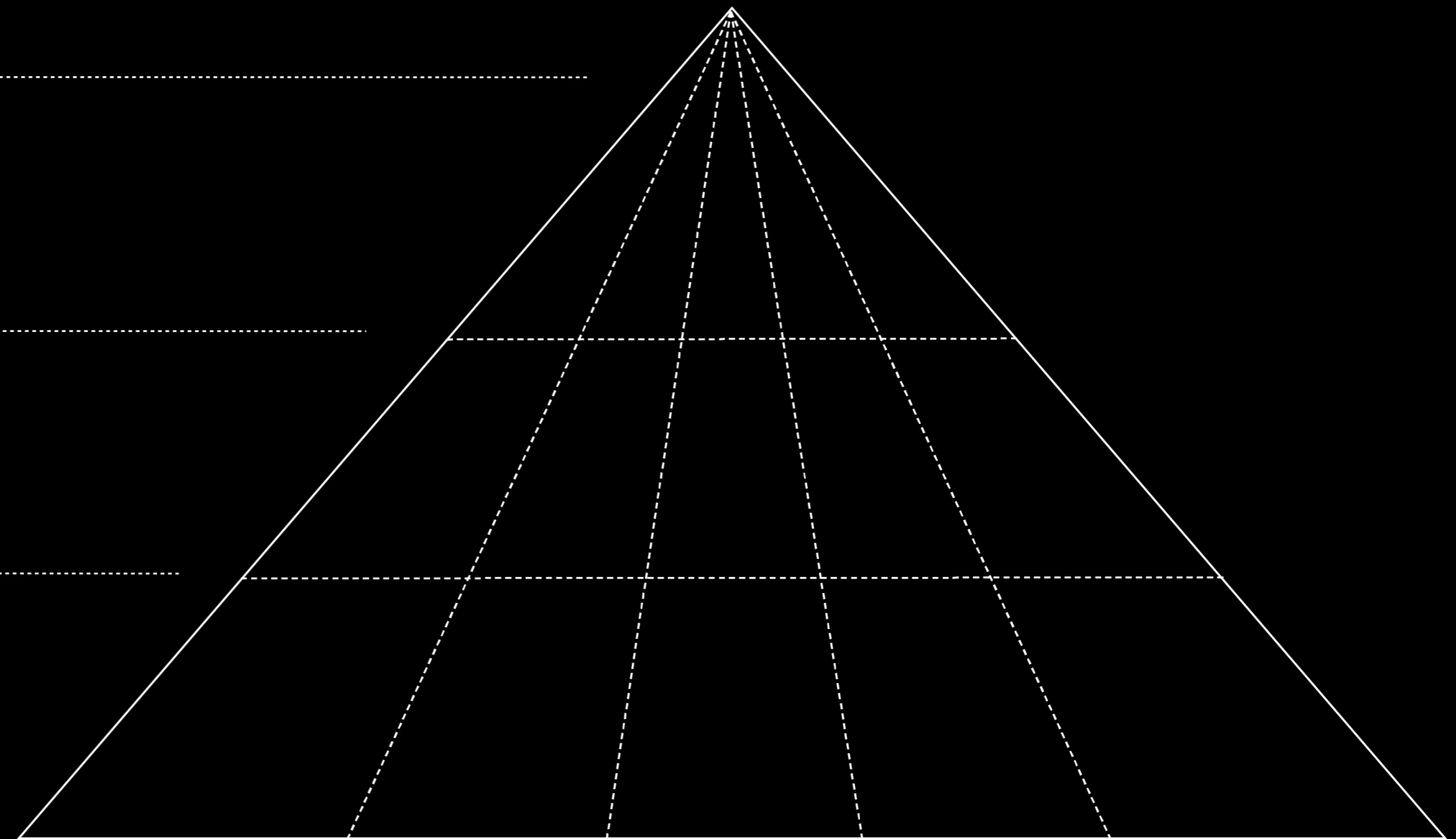
- Five Star Hotels & Restaurants
- Fine Wine Retail
- Private Cellars and Collectors

Paritua / On Trade & Fine Wine Retail

- Five Star Hotels & Restaurants
- Fine Wine Retail
- Corporate Customers

Paritua Stone Paddock / On Trade & Fine Wine Retail

- By the Glass / House Pour
- Wine Bars
- Bistros
- Cafes
- Fine Wine Retail



PARITUA



OUR TEAM \

# Team Structure

Board

Tony Chen \ Managing Director



Management Team

Jason Stent \ Chief Winemaker

Oliver Kettle \ Sales & Marketing Director

Ryan Fraser \ Chief Viticulturist



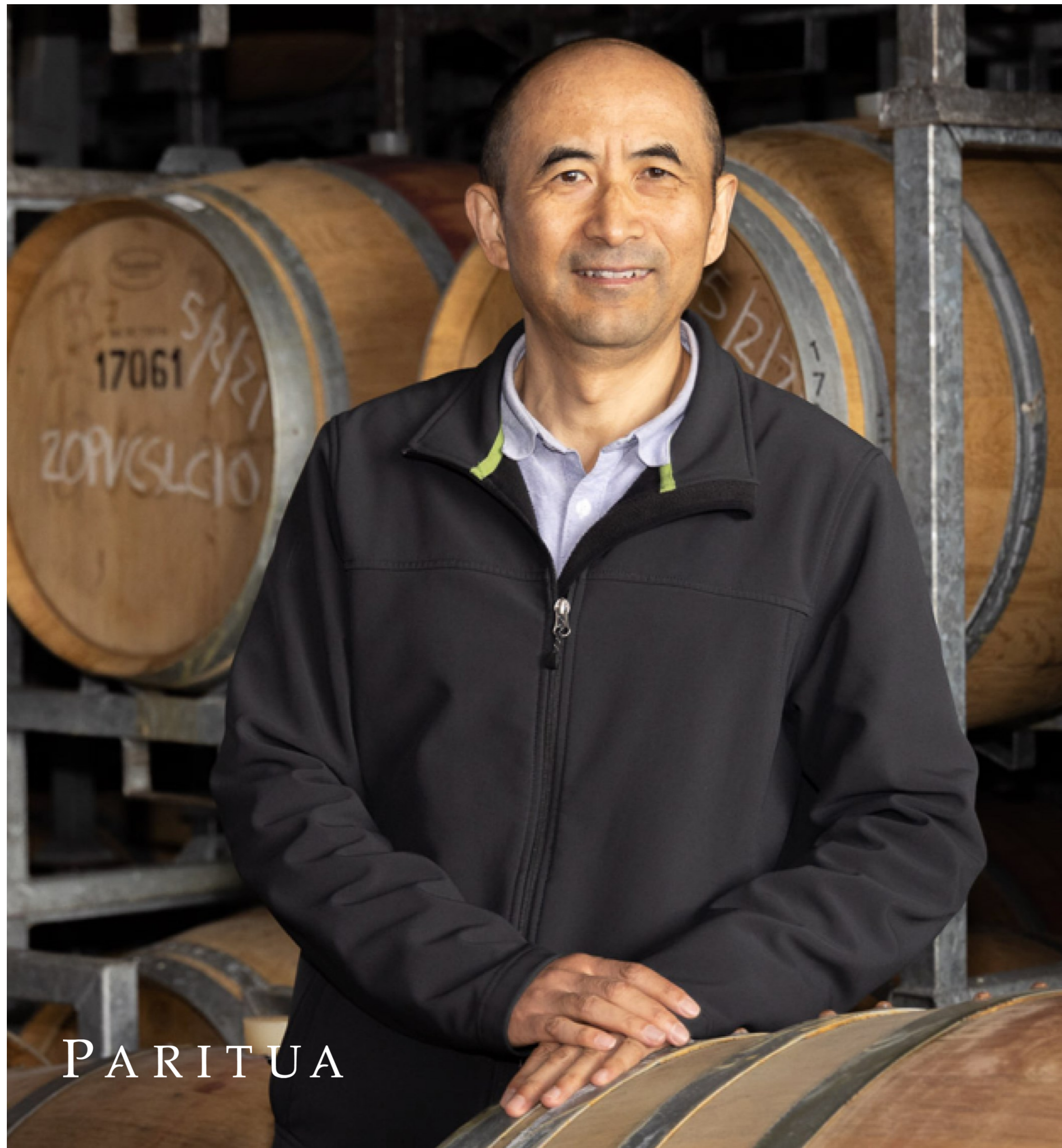
Sales & Cellar Door Team

Logistics

Administration

Winery Assistants

Vineyard Assistants



OUR PEOPLE \

# Tony Chen

General Manager

Tony joined Paritua in 2018 having been the Financial Controller for 3 years before being appointed as Managing Director in 2021.

Prior to joining Paritua, Tony worked at Price Waterhouse Company for many years as a Chartered Accountant. During his tenure with PWC, Tony gained enormous experience and knowledge in business planning, strategy, production, operation and financial management in various industries focusing on manufacturing and primary industries.

He had previously been the General Manager for New Zealand Miracle Water Ltd for 3 years, in which his management and leadership skills further developed and strengthened.

Tony holds a degree in Master of Business Administration (MBA) from the University of Otago, NZ, including a Bachelor of Commerce (B.Comm).

Tony's background has also been greatly enriched having worked in the horticulture industry.

# Jason Stent

Chief Winemaker

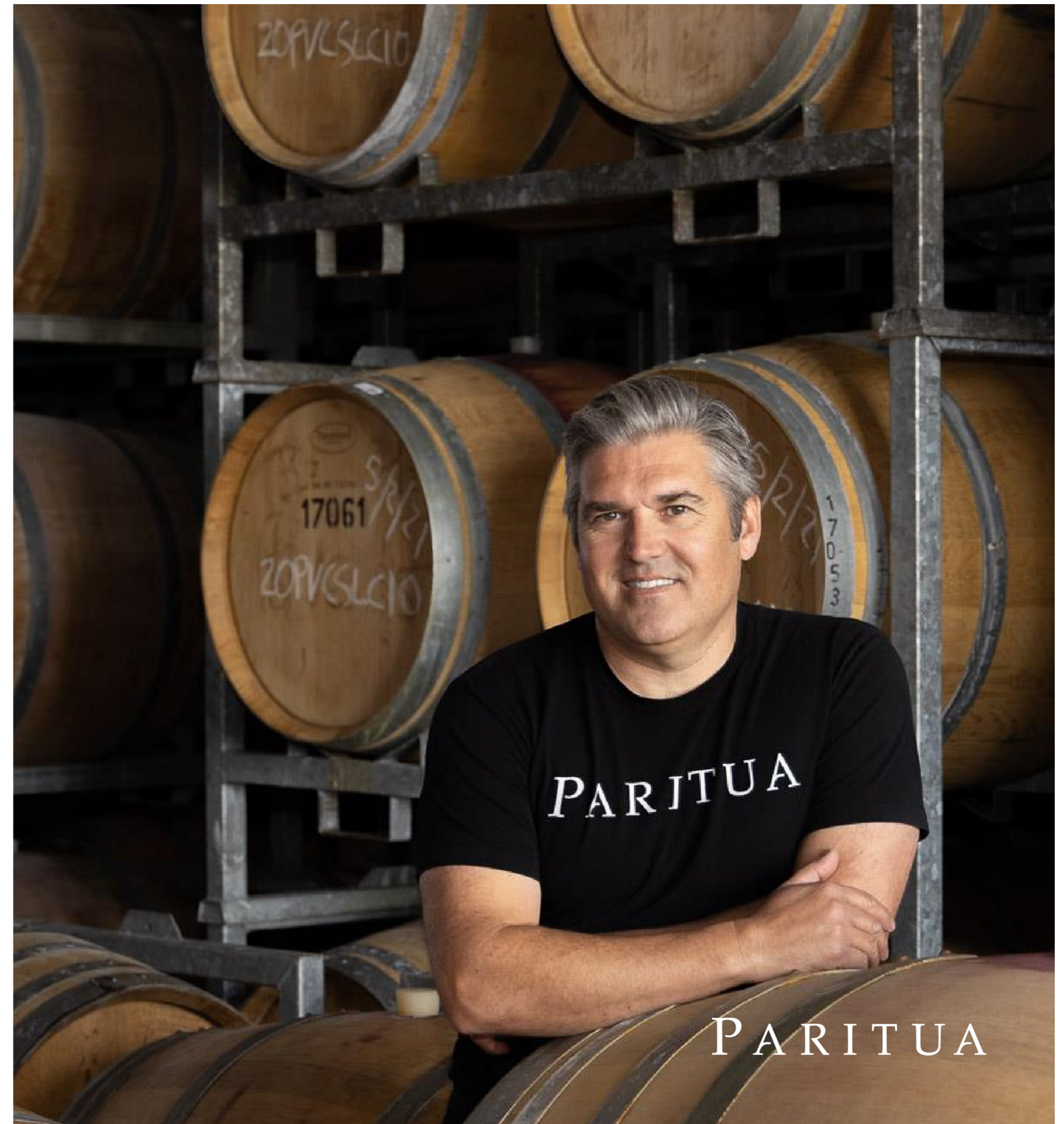
After being introduced to wine at about 7 years old a lifetime love affair began. Jason grew up in Hawke's Bay playing rugby, hiking, and racing bicycles, with summer backyard cricket, softball, swimming, cycle racing and exploring New Zealand.

At 20 years old Jason headed to France and raced for a Bordeaux based club for two seasons. After tasting a 1961 Chateau Haut Brion Magnum, he decided wine was his future!

In 1993 he studied winemaking in Hawke's Bay, New Zealand's oldest winegrowing region. By 1995 he was Assistant Winemaker at a top winery where he helped create some of New Zealand's most highly acclaimed Chardonnays, Syrah and blended red wines.

After a 13-year stint at Sacred Hill Wines he joined Paritua in 2008, where he continues to craft wines that respect the special soils in which they are grown.

Jason's passion is offering wines that have a sense of place that respect the varietal nature and the terroir in which the vine is grown.





OUR PEOPLE \

# Oliver Kettle

Director of Sales and Marketing

Born on a farm in Hawke's Bay, Oliver grew up in the 'Fruit Bowl' of New Zealand. He started picking grapes at a very early age and this grew into a passion.

He later entered the hospitality industry where he excelled in top roles in both New Zealand and Australia.

In 2014 Oliver worked with a small Hawke's Bay producer and after winning the Hospitality award for "The Most outstanding Sales Representative" he quickly escalated to a Senior Management role based in Wellington, where he represented a selection of prestigious wineries from New Zealand and across the world.

In 2021 the opportunity arose to join one of Hawke's Bays most exclusive boutique wineries, 'Paritua Vineyard & Winery', as Director of Sales and Marketing.

Oliver quickly packed up his family and returned to Hawke's Bay for this role.

OUR PEOPLE \

# Ryan Fraser

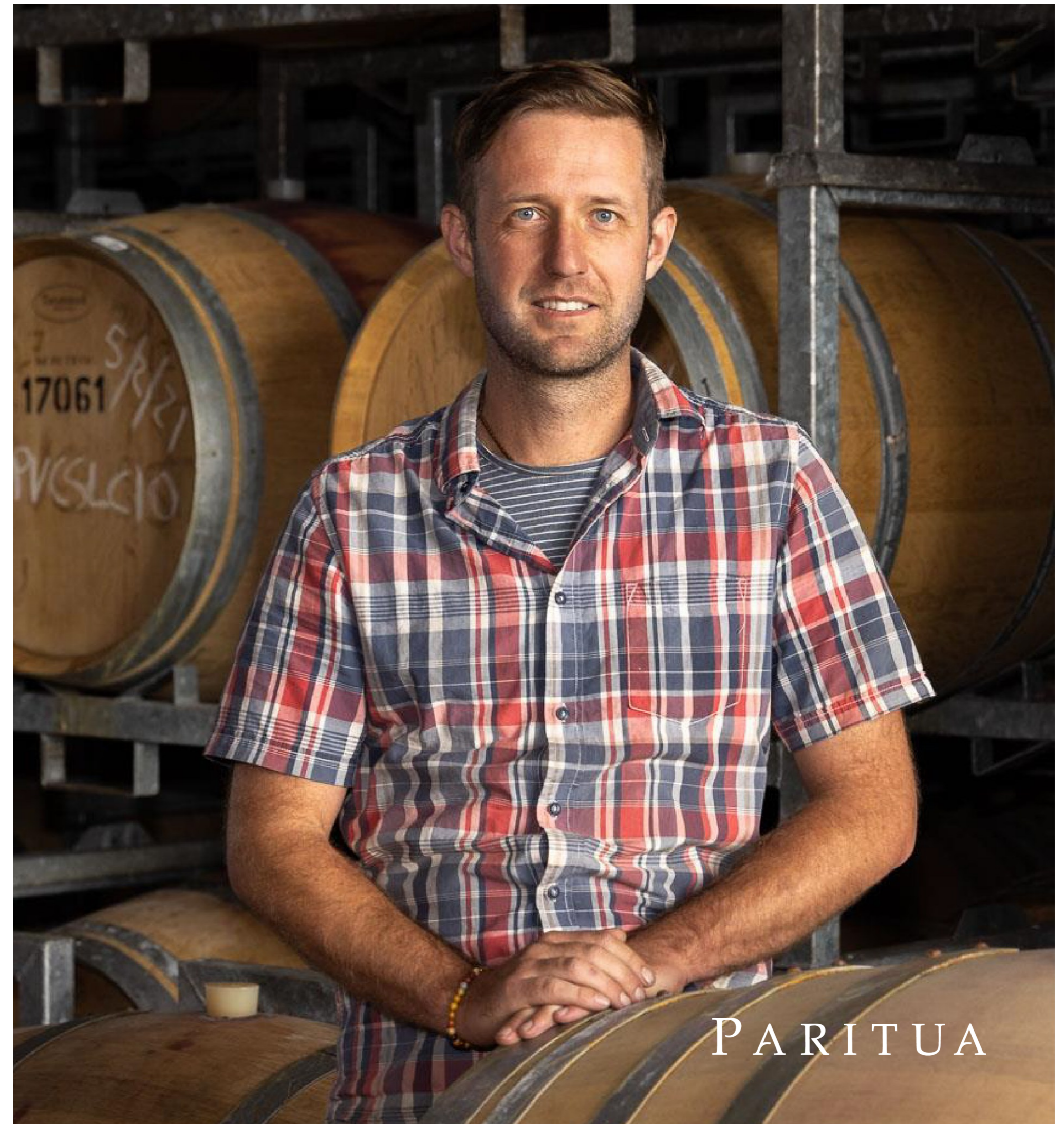
Chief Viticulturist

Ryan has been in the wine industry for 14 years. He gained his Bachelor in Oenology through Lincoln University, then broadened his reach by studying Business while working in the industry.

He has moved from conventional wine growing to organics, where he enjoys the closer relationship between the vine and the environment. This approach allows the vine to express itself and create wines that have personality and are unique to Paritua.

The winegrowing community is strong in Hawkes Bay, with plenty of opportunities to contribute to the region. As such, Ryan is the Chair of the Young Viticulturist of the Year Regional Competition, with the day event held at Paritua. The growing interest in Biodiversity in viticulture has likewise given Ryan the chance to chair the HB Vine Biodiversity committee, which ties in with his organic vineyard goals.

Ryan is also on the board for the Karamu River Catchment Collective (KRCC), with the aim of improving the quality of the Karamu river. Ryan sees the future of Paritua viticulture to be more responsive to market demands. With initiatives such as carbon reduction certification, Paritua is set to be a market leader, producing top quality organic wines.







PARITUA

OUR CELLAR DOOR \

## Our Cellar Door Opened in 2019

Its open plan design offers a space full of natural light that looks out to the Winery and Vineyard.

Open 5 days a week it is popular with tourists and locals alike.

SOCIAL MEDIA \

# Follow Us

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Instagram \ @Parituawines

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[www.paritua.com](http://www.paritua.com)



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