



the
BETTER HALF

MARLBOROUGH, NEW ZEALAND

When George Elworthy decided to dust off his winemaking hat to create a new range of wines from Marlborough, a friendly rivalry arose. His wife, Jules Taylor, is also a winemaker with her own well established brand and so The Better Half seemed like the perfect tongue in cheek moniker to attach to his new project.

George is an accomplished winemaker with more than 18 years of experience in Marlborough. He's worked with distinguished local and international wine companies, and gained recognition as the founding winemaker at The Crossings in Marlborough's Awatere Valley.

Having been on the scene throughout Marlborough's rapid transformation as a wine growing region, he has an intimate knowledge of the area and its future potential, something that he's keen to showcase with The Better Half.

The Better Half Wines

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Imported by **Maritime Wine Trading Collective**

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2016

Sauvignon Blanc

MARLBOROUGH, NEW ZEALAND

Colour

Pale Straw.

Nose

Vibrant and zesty stone fruit aromas of peach, apricot and nectarine along with an intriguing layer of elderflower.

Palate

This crisp and characteristically Marlborough Sauvignon Blanc lively citrus on its palate; which is also generously layered with mouth-watering tropical fruit flavours of pineapple and guava. The firm acid backbone provides great structure and lasting persistence of flavour.

Vintage & Winemaking Notes

The vintage began with a warm dry spring allowing for strong growth and providing the perfect conditions for the first half of flowering. Cooler temperatures towards the end of the flowering period reduced the fruit set which lead to moderate sized yields being set for the season ahead. A near drought prevailed during the following month until rain in late January saved the growing season giving the vines a well-earned boost going into veraison. The fruit was slower to ripen this year but was able to reach physiological ripeness at a lower sugar level creating a lovely balance in acidity.

Food Match

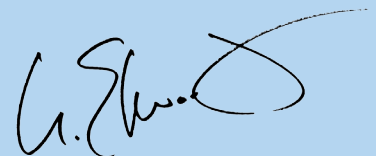
Chilli & garlic prawns with chargrilled squid. Combine this with a Greek salad full of big juicy tomatoes, feta cheese, and basil. Or enjoy Kiwi style with homemade fish and chips; fresh panfried fish drizzled with lemon juice and chunky cut potatoes covered with flaky sea salt and a sprinkle of smoked paprika.

Cellaring

Best enjoyed while young and fresh! However you can certainly cellar this wine in a dark cool environment for 1-2 years and still be well rewarded.

Wine Analysis

Alc: 13.3% pH: 3.3 TA: 6.59 g/l RS: 1 g/l



George Elworthy, Founder & Winemaker

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2016

Pinot Noir

MARLBOROUGH, NEW ZEALAND

Colour

Bright and lively ruby red.

Nose

This fruit-driven Pinot Noir is generous on the nose showing dark cherry, black doris plum, and vibrant red raspberry and cranberry aromas which gradually open to reveal subtle dried thyme notes and hints of cocoa.

Palate

With a palate full of vibrant bright fruit, this wine exhibits plum, cherry and cranberry flavours, well balanced with earthy, savoury undertones with a delightful layer of chocolate.

Vintage & Winemaking Notes

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Food Match

I think this Pinot Noir would be an ideal match with Salmon with Roasted Shiitakes and Mushroom Sauce or Wagyu Eye Fillet with pikopiko (fern shoots) fried in nut oil.

Cellaring

3 - 5 years cellaring in a dark cool environment will reward you well.

Wine Analysis

Alc: 13.5% pH: 3.45 TA: 5.97 g/l RS: 0.4 g/l



George Elworthy, Winemaker

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