

ATA RANGI  
· MARTINBOROUGH ·

*Crimson*

2010

Crimson Pinot Noir 2010 is the wonderfully aromatic result of a cooler than normal summer and a warm, dry autumn that stretched lazily through to the end of our April harvest and well into May. Crushed rose-petal, light cherry, brambly notes and a hint of red licorice conspire to create an enchanting, heady fragrance. The silky smooth palate is beautifully balanced; seamless, feminine and very approachable.

Crimson is sourced primarily from 10 to 20 year old vines, compared to 30 years plus for our oldest pinot vines. It is made in a style intended for enjoying within a few years of the vintage, with all the same care and attention as is given to the main label Ata Rangi Pinot Noir.

**Why Crimson?** The name Crimson was inspired by the work of the Charitable Conservation Trust known as PROJECT CRIMSON. Founded in 1990, its aim is to plant and protect New Zealand's stunning and much-loved red-flowering native 'Christmas trees', pohutukawa and rata. The idea for Crimson Pinot Noir evolved from Clive's approach to the trust in 2003 for advice and support in his quest to re-establish rata across the lower North Island.

A portion of proceeds from the sale of Crimson helps to fund the trust.

Ata Rangi founder Clive Paton has long been a 'tree man'. Over the past ten years he has single-handedly propagated and planted thousands of native trees, including rata, at the Ata Rangi Bush Block. Read more about the Ata Rangi family's significant contribution to conservation on our website.



<b>Harvest Dates</b>	<i>2 April to 26 April 2010</i>	<b>Wine Analysis</b>	<i>Alc 13.5 % TA 5.4 g/l , pH 3.58</i>
<b>Vineyards</b>	<i>100% Martinborough</i>	<b>Winemaking</b>	<i>Hand picked fruit. 100% de-stemmed keeping as much whole berry as possible intact. 2 to 7 days pre-fermentation maceration. Indigenous yeast and hand plunged throughout ferment. Two weeks total tank time. Complete malolactic fermentation in barrel. 9 months in French oak (20% new )</i>
<b>Variety / Clone</b>	<i>Clone 5, 10/5, Abel young Dijon clones</i>		
<b>Harvest</b>	<i>Brix 23 - 25.5</i>		
<b>Bottling Date</b>	<i>March 2011</i>		
<b>Cellaring</b>	<i>Easily 2 to 3 years</i>		