

ATA RANGI
· MARTINBOROUGH ·

Crimson

2012

Crimson Pinot Noir 2012 follows the tradition of the many previous vintages as a vibrant, lively and accessible pinot noir. The 2012 from a relatively cool season is at first restrained, but opens layer by layer in the glass to show lovely wild cherry and dark berry notes. More savoury than 'sweet', there are intriguing touches of thyme, sandalwood and dried rose pot pourri. The palate is focused by the spine of tight, fine tannins.

Crimson is sourced primarily from 10 to 20 year old vines, compared to 30 years plus for our oldest pinot vines. Generally speaking these recent plantings express the more aromatic spectrum of the Martinborough Terrace fruit. 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". A significant portion of proceeds from the sale of Crimson Pinot Noir helps to fund this trust, which aims to protect and renew New Zealand's spectacular red-flowering native 'Christmas trees', rata and pohutukawa. The idea for 'Crimson' Pinot Noir evolved from Ata Rangi founder Clive Paton's approach to the Trust in 2003 for advice in his quest to re-establish rata trees across the lower North Island. Ata Rangi's contribution from Crimson sales specifically funds community restoration projects in 34 areas throughout the country by providing trees and cash for worthy projects. In 2012, Clive was appointed an Officer of the New Zealand of Merit in the Queen's Birthday Honours for his contribution to conservation.

Harvest Dates	7 to 24 April	Wine Analysis Alc 13.0 % TA 5.1 g/l pH 3.6
Vineyards	A selection of 10-20 year old Martinborough pinot plots that tend to show lifted fruit aromatics.	Winemaking Hand-picked fruit. 100% de-stemmed with as much whole berry as possible intact. 2 to 6 days pre-fermentation maceration. Indigenous yeast and hand plunged throughout ferment. Two weeks total tank time. Complete malo-lactic fermentation in barrel. Nine months in French oak (20% new)
Variety / Clone	Clone 5, 10/5, Abel, young Dijon clones	
Harvest Brix	Brix 22 - 23.5	
Cellaring	Easily 3 to 4 years	Bottling Date March 2013