

THE REGIONS **MARLBOROUGH, WAIPARA & CENTRAL OTAGO**

MARLBOROUGH

Located on the east coast at the top of New Zealand's South Island, with mountains to the west, Marlborough is one of New Zealand's sunniest and driest areas. The distinctive pungency and zest fruit flavours of Marlborough wines, in particular Sauvignon Blanc, has captured the imagination of winemakers as well as international wine commentators and consumers.

Apart from its signature Sauvignon Blanc, Marlborough also excels in the production of Pinot Noir, Pinot Gris and Riesling.

Sunshine hours: 2450

Rainfall: 700mm

Growing degree days: 1150



WAIPARA

Located 40 minutes drive north of Christchurch, The Waipara Valley is nestled in the lee of the Teviotdale hills that provide protection from cool easterly winds but open to warming north west winds. The valley has three soil types that include; gravely deposits, limestone derived clays and gravely loams all combining to produce unique rich & spicy Pinot Gris.

Traditionally known for outstanding Riesling, excellent results have also been achieved with Pinot Noir, Chardonnay and Pinot Gris.

Sunshine hours: 2125

Rainfall: 600mm

Growing degree days: 1100



CENTRAL OTAGO

Treasured for its magnificent scenery, adventure opportunities and idyllic lifestyle, Central Otago is also New Zealand's highest and the world's most southerly wine region. As New Zealand's only true continental climate, the wines of Central Otago have a purity, intensity and vibrancy that seems totally appropriate to anyone who has visited the region and breathed the pure mountain air.

The region is most famous for the Pinot Noir that makes up nearly three quarters of all plantings.

Sunshine hours: 2200

Rainfall: 500mm

Growing degree days: 980



FREEFALL

'ADVENTURE IN WINE'



FREEFALL TAKES INSPIRATION FROM NEW ZEALAND'S ADVENTUROUS SPIRIT. THE WINES ARE INNOVATIVE BY NATURE, DELIVER MORE THAN IS EXPECTED AND ARE DISTINCTLY WINES OF NEW ZEALAND.

WWW.FREEFALLWINES.COM



THE FREEFALL WINE PORTFOLIO

Freefall wines are wines of New Zealand and celebrate passion for life. Freefall wines source fruit from vineyards of the Marlborough, Waipara & Central Otago wine regions. The characteristics of each Freefall wine embrace the flavours each region in a contemporary and upfront style.

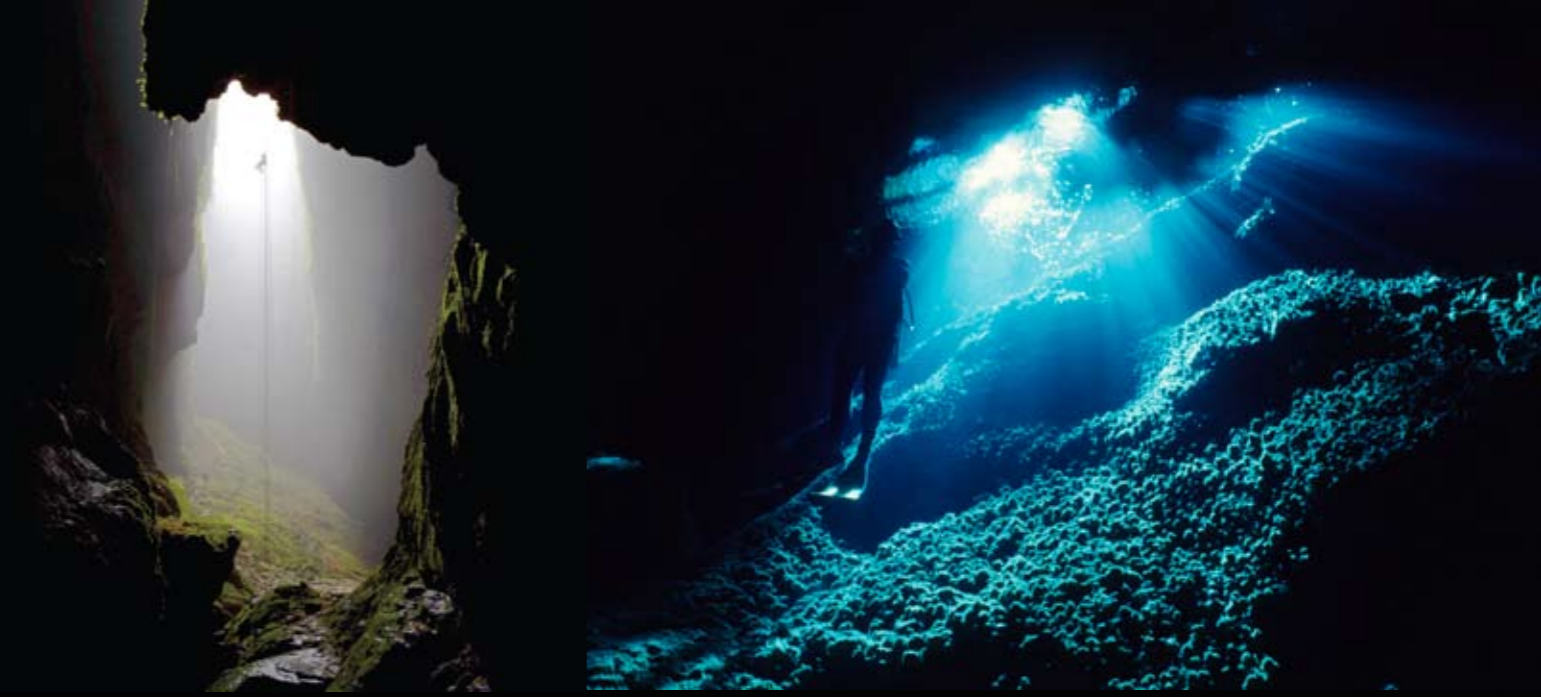
Each wine is varietal driven while also being crafted as a reflective of each region. The Freefall wine approach is through sustainable viticulture where a balance in the vineyard is key. This ultimately provides wines that are a reflection of each particular site.

Made to excite and satisfy, Freefall wines have an upfront and contemporary style.

The wines in the Freefall Wine portfolio are as follows:

Marlborough Sauvignon Blanc, Marlborough Chardonnay, Waipara Pinot Gris, Central Otago Pinot Noir, Bubbles NV

Freefall wines are adventurous, innovative and deliver value with the wines being consistent from vintage to vintage.



	<p>BUBBLES</p> <p>3 years in the making – good Bubbles are worth waiting for! Designed to excite and satisfy the Chardonnay and Pinot Noir combination delivers a bubbly that is upbeat, stylish and a pleasure to have in your glass.</p> <p>Where to Drink: Can be enjoyed on its own or with food, where to drink this wine is anywhere with friends.</p>		<p>MARLBOROUGH SAUVIGNON BLANC</p> <p>Concentrated aromas of gooseberry and grapefruit reinforce this as a classic Marlborough Sauvignon Blanc. This style of wine is refined with great length and generous palate weight.</p> <p>Where To Drink: After a day's waterskiing in the Marlborough Sounds</p>
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	<p>MARLBOROUGH CHARDONNAY</p> <p>Expressive aromas of citrus and tropical notes are supported by subtle oak. The palate is characterised by its emphasis on opulent stone fruit flavours, generous palate weight and balanced acidity.</p> <p>Where to Drink: On a beach after Sea Kayaking in the Bay of Islands.</p>		<p>WAIPARA PINOT GRIS</p> <p>With aromas of pear drops, white peaches and flavours of apricot juice, the rich luscious texture makes this new comer one our most morish and a welcome addition to the Freefall stable.</p> <p>Where to Drink: On the hot pebble stone beaches of Kaikoura watching the surfers dodge the local marine life.</p>
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	<p>CENTRAL OTAGO PINOT NOIR</p> <p>Quintessentially Central, this Pinot is born from the gold-bearing slopes of Bendigo, rich, red, ripe and berrylicious. This wine has great length and a mouthwatering finish</p> <p>Where to Drink: While warming your feet by the fire at the Falls Hutt in the Routeburn Valley.</p>	<p>DISTRIBUTION</p> <p>WWW.FREEFALLWINES.COM</p>
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THE FREEFALL STORY

New Zealand adventurer & co-founder of Bungy, Henry van Asch, grows Freefall's grapes at the edge of the world. Made to excite and satisfy, Freefall wines have an upfront and contemporary style. Freefall wines are best enjoyed following the conquering of your own personal challenge and are crafted as a reflection of each region. These are wines of New Zealand and celebrate passion for life.

FREEFALL – ADVENTURE IN WINE



In 2005, Henry van Asch created Freefall wines as a label which is striking and stands out from the crowd. The label takes inspiration from New Zealand's adventurous spirit and includes a subtle depiction of this adventure in the form of a 'watermark' of Bungy cord as the background to the label.

The text on the back label further reinforces the connection to gravity by displaying the text running down the length of the label.

The red strip on the cap of the bottle adds to the design led packaging and catches the eye when placed on a wine shelf or a dining table.

Freefall wines are adventurous, innovative and always deliver great value.