

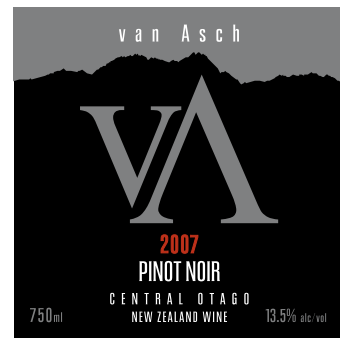
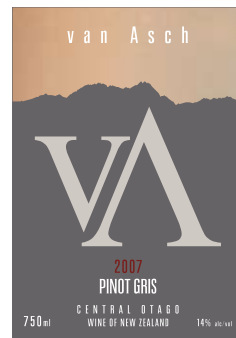
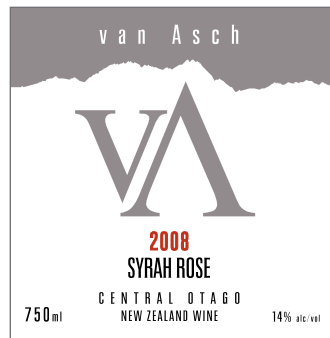


van Asch Wines

'Living with the Land'



The wine of the van Asch family reflects its heritage and place within the grape growing areas of Central Otago, New Zealand. Each vintage features the elements that give Central Otago wines characteristic depth and complexity. The approach to winemaking is simple, to portray the fruit and terroir. The wines are fermented with indigenous yeasts, fined with organic egg whites and minimally filtered prior to bottling. It is with pride and enjoyment that we have crafted this reflection of the land.



Crafted from Individual appellations of Central Otago

In 2005, van Asch wines underwent a brand refreshment. This was timed to coincide with new vineyards being developed in Bendigo (to complement the existing Gibbston vineyards). In addition, the High Plains Wine Company and The Winehouse & Kitchen were launched as a distribution arm and home for van Asch wines. The logo has been reformatted to display the stylised 'v' as the valleys and the 'A' as the mountains of Central Otago.

A colour scheme has also been introduced to depict different times of day:

- The White label colour of the Syrah Rose represents midday
- The Grey Rock colour of the Riesling & Pinot Gris labels represents mid afternoon
- The Black colour of the Pinot Noir & Syrah labels represents evening

A depiction of the 'Remarkables' Mountain range is included as a backdrop in all labels, on the case design and website. The Remarkables are the iconic land form of Queenstown, reinforcing the van Asch wines sense of place in the Central Otago.

www.vanaschwines.com



The Vineyards

van Asch wines currently source fruit from two Central Otago regions



Gibbston

The 'Havoc farm' vineyard was planted on 'Pigburn' soils in Gibbston in 1992, and is a 3.5ha vineyard, now showing great vine maturity.

We consistently see small tight berries with a delicate fragrance and depth of flavour from its beautiful Pinot Noir vineyard based on the Gibbston Back Road.

Bendigo

The Chinaman's terrace and Trig Hill vineyards are planted in Bendigo, one of Central Otago's newest and most exciting wine appellations.

'Chinaman's Terrace' was a principal vegetable growing area for Chinese miners, so its fertile soils have long been recognised. The terrace is an 8ha vineyard planted in 2000 on shallow, sandy loam soils and produces Syrah, Pinot Gris and Pinot Noir

'Trig Hill' is a 19ha vineyard with a trig station at the top of the vineyard. The soil profile consists of a silt topsoil with clay, lime and schist rock fragments below.

The site itself is on an elevated north facing terrace that is characterised by extremely low rainfalls and very hot summers. Trig Hill Vine yard's varietal mix consists of Pinot Noir (13.3 ha) Pinot Gris (2.2 ha) Riesling (1 ha) Viognier (1 ha) Tempranillo (0.6 ha) and Nebbiolo (0.6 ha).



The Winemaker - Theo Coles

Theo Coles is the winemaker for van Asch wines. After completing his Viticulture and Oenology studied at Lincoln University in 1999, Theo has travelled the wine world, working vintages in a number of new world and old world regions - including: Marlborough at Wither Hills, Bordeaux at the legendary Chateau Leoville Las-Cases, Victoria at Tahbilk, the Rhone Valley at Chateaux de St Cosme and Domaine Francois Villard, Alsace at Maison Kuentz-Bas, and Brunello at Tenute Silvio Nardi.

Theo's philosophy in the winery is based on creating wines of character and quality through a policy of watchful, non-interventionist winemaking. He uses a combination of new and traditional techniques and technology to allow the fruit to become wine. Theo focuses on allowing the vineyard character to shine through to produce complete, balanced and unique wines.

The van Asch Wine Portfolio



Syrah



Pinot Noir



Pinot Gris



Riesling



Syrah Rose