

## *Introducing the “Behind the Label” Wine Experience*

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**(May 2008) Hawke’s Bay, North Island, New Zealand:** Greenhill Lodge, located in the heart of food and wine mecca Hawke’s Bay, is launching a new experience for gourmards, the *‘Behind The Label’ Wine Experience*. A unique, personal encounter with the wines and people of Hawke’s Bay, the experience is for two people and is hosted by a Hawke’s Bay wine expert. The package includes:

- A personally hosted and guided tour of up to 3 wineries including a Gimblett Gravels winery
- A ‘grape to glass’ journey through the winemaking process and a private tasting of rare Hawke’s Bay wines
- Meeting personalities behind some of the regions award-winning wines, winemakers and tasting barrel samples
- On return to Greenhill Lodge, a private tasting of a selection of rare, award-winning, Hawke’s Bay wines including wines from Te Mata Estate, Clearview Estate and Craggy Range Winery
- Two nights luxury accommodation at Greenhill Lodge
- Pre-dinner drinks and canapés each evening
- A four course dinner featuring locally sourced, seasonal Hawke’s Bay produce each evening
- A choice of continental or cooked breakfast, (or a combination of both), each morning
- Complimentary wireless internet access
- Complimentary Hastings Golf Club green fees subject to course availability and use of all Lodge facilities

The *‘Behind The Label’ Wine Experience* is based on double occupancy and costs NZ\$1,620 per person for a King Room or \$1,880 per person for a King Suite for two nights. These prices include GST. The package is subject to availability, 1 May 2008 to 30 April 2009 and is fully commissionable. Experiences can be customised by arrangement. For more information, visit [www.greenhill.co.nz](http://www.greenhill.co.nz) or phone +64 6 879 9944 or [enquiries@greenhill.co.nz](mailto:enquiries@greenhill.co.nz).

All domestic and international marketing is being managed by Navigate Oceania. For further information or visuals, please contact Karine Thomas on [karine@navigateoceania.com](mailto:karine@navigateoceania.com) or +64 9 307 3633.

### Editor’s Notes

- There are over 40 wineries with cellar door facilities scattered within a 30 minute drive of Greenhill, and popular choices for a relaxed, languorous winery lunch in the sunshine include Black Barn Vineyards, Clearview Estate Winery, Craggy Range Winery, Sileni Estates and Te Awa Winery.
- Hawke’s Bay enjoys long, hot summers, cool winters and some of the highest number of hours of sunshine in New Zealand. Providing ideal growing conditions for grapes and other epicurean delights, the region is recognised on the world stage for its diversity of organic food production and award-winning wines.

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- Hawke's Bay has taken away New Zealand's most esteemed wine trophy for 2007 and the country's first ever sustainable wine trophy in New Zealand's most prestigious wine competition. Trinity Hill Homage Syrah 2006 has won the Air New Zealand Champion Wine of the Show Trophy. It has also won the Fruitful Supplies Champion Syrah Trophy. Cottage Block Hawke's Bay Chardonnay 2006 has won the Bell Gully Champion Sustainable Wine Trophy - the first time a sustainability trophy has been awarded both at the Air New Zealand Wine Awards and in New Zealand. Air New Zealand Wine Awards chair of judges, Steve Smith, Master of Wine (MW), said the two winning wines had impressed the judging panel and were exceptional. "The Trinity Hill Homage Syrah 2006 can only be described as an iron fist in a velvet glove. It has extremely complex flavours which are simply fantastic, but it is not flamboyant or hard-hitting." The Cottage Block Hawke's Bay Chardonnay 2006 is rich with strong savoury characteristics complete with a nutty complex," he said. Seven wines from Hawke's Bay were awarded trophies including the Air New Zealand Champion Wine of the Show Trophy and the Bell Gully Champion Sustainable Wine Trophy. Winning wines were: Trinity Hill Homage Syrah 2006, Cottage Block Hawke's Bay Chardonnay 2006, Sacred Hill Riflemans Chardonnay 2006, Sileni Estate Selection "The Triangle" Merlot 2005, Church Road Hawke's Bay Merlot Cabernet 2005, Vidal Reserve Hawke's Bay Chardonnay 2006 and Esk Valley Reserve Syrah 2006.
- Greenhill Lodge, situated on a hill top overlooking classic New Zealand farm and grazing land close to Hawke's Bay's world-famous vineyards, is a historic homestead which has hosted English royalty. The main lodge building houses five, ensuite guest rooms, most of which open to the terrace and sensational views over a magnificent, restored pergola. Behind the house's gymnasium, swimming pool and orchard lies Little Greenhill, a self-contained unit with two bedrooms, kitchen and a drawing room with spectacular views through floor to ceiling windows either side of a stone fireplace. Greenhill Lodge is situated within 30 minutes drive of Art Deco Napier and Cape Kidnappers International Golf Course, a two hour drive from Taupo and a one hour flight from either Auckland or Wellington.