

EST 1985



**PASK**

GIMBLETT GRAVELS

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# Welcome to Pask

## HAWKES BAY, NEW ZEALAND

In 1981, Pask planted the first vines in an ancient Ngaruroro riverbed, founding Hawke's Bay's renowned Gimblett Gravels wine district. 40 years later, the Pask winemaking team remain as passionate as ever about creating wines to be shared and enjoyed.

Every bottle of Pask wine embodies the decades of experience, ethos of sustainability and care taken during every step of the winemaking process, elegantly expressing our unique terroir.





# About the Brand

## OUR WINE STORY

Our vision began in the air. That's where founder Chris Pask – flying in the cockpit of his topdressing plane – first saw the potential for growing exceptional grapes in the light, stony soils of the ancient Ngaruroro riverbed.

Sheltered from Pacific breezes and several degrees warmer than any other New Zealand wine-growing area, it was in this sun-drenched valley that Chris planted Pask's first vines thirty years ago. A prized 1985 Cabernet Sauvignon marked our first vintage and from this modest beginning, the world-renowned Gimblett Gravels wine-growing district was established, and the Pask brand family label was established.

More than three decades later, we're as passionate as ever about making authentic wines to be shared and enjoyed. Our award-winning winemaking team use sustainable methods ensure the quality and consistency of our wines. From grape-picking in our 60 hectares of vineyards to bottling at our Hawke's Bay winery, there is hands-on care throughout the entire winemaking process. Pask wines have earned gold medals and trophy success in London, Australia, Asia, the United States, Canada and New Zealand across a range of varietals and styles, but innovation is important to us. Drawing on the teams winemaking experience and intimate knowledge of Gimblett Gravels, we continue to enhance the quality of our wines, as well as experiment with wine styles and techniques under our "Small Batch" collection.

At Pask, we remain singularly focused on making enduring styles of wine of great value. At our winery you will find a small team of dedicated people who love to make Pask wines. From the dusty tannins of our soil to our cool climate and golden sunshine, we believe every bottle of Pask wine tells a story.



**HAWKE'S BAY WINE**  
NEW ZEALAND

# Hawke's Bay - A Great Wine Capital

As the oldest wine-growing region in New Zealand, Hawke's Bay boasts a mix of renowned international wine brands as well as innovative, independent winemakers, who transform small parcels of grapes into unique interpretations of their turangawaewae (the land where they stand). The region's twin cities – Hastings and Napier – are as vibrant as they are different. Napier, the Art Deco Capital of the World, glistens on the coast, while only 20 minutes inland, Hastings is the historic and artistic heart of Hawke's Bay, where an eclectic array of artisans embrace the cultural diversity of New Zealand.

Hawke's Bay is home to the widest range of tertiary viticulture and wine qualifications in the country and is a widely recognised farming, agriculture and horticulture powerhouse, leading production for many of the country's fruit and produce production and exports.

With 2320 annual sunshine hours, moderate rainfall, sheltering inland ranges and a warm maritime climate with a long growing season, the region is an ideal location for creating grapes of exceptional quality. Hawke's Bay has more than 4000 hectares of grapevines and is best known for Merlot/Cabernet blends, Syrah and Chardonnay.

In 2023, following the devastating Cyclone Gabrielle, Hawke's Bay Winegrower's were delighted with the news that our region has been named the 12th Great Wine Capital.

The accolade recognises Hawke's Bay as one of the great wine regions of the world and a leading destination for wine tourism that sets it alongside eleven other prestigious wine regions such as Bordeaux (France), Napa Valley (USA), Bilbao (Spain) and Adelaide (Australia)



**Great Wine Capitals**  
GLOBAL NETWORK | A WORLD OF EXCELLENCE

# Gimblett Gravels

**LONGITUDE 176deg 45min LATTITUDE 39deg 37min**

Our 60 hectares of vineyards are located on Gimblett Road, where we planted the first vines of what is now the world-famous Gimblett Gravels Winegrowing District. Gimblett Gravels is a unique area of land, comprising alluvial deposits exposed when the Ngaruroro River flooded and established a new path 100 years ago. The soil is low in nutrients and laden with stones, gravel and silt. It is this quality, coupled with the area's warmth, that makes it a perfect spot for viticultural and an integral component of our winegrowing story.

Daytime temperatures in our vineyards can be up to 3 degrees warmer during the day in summer and autumn compared with most other areas in Hawke's Bay, while thermal conductivity in the stones contributes to warmer evenings. With the vineyard sheltered from the prevailing winds by the landmark Roy's Hill, hot daytime temperatures coupled with the warming effects of the stony soil produce grapes of intense flavour.

Merlot has an excellent natural aptitude to our vineyard microclimate and is our most widely planted variety. It is supported by significant plantings of Chardonnay, Syrah and Cabernet Sauvignon. Select plantings of Malbec, Pinot Gris and Viognier are also in place.



# Wine Making Process



## HARVESTING AND EXTRACTION

From grape-picking in our 60 hectares of vineyards to bottling at our Hawke's Bay winery, there is hands-on care throughout the entire winemaking process.



## FERMENTATION AND BLENDING

Innovation is important to us. Drawing on the teams winemaking experience and intimate knowledge of Gimblett Gravels, we continue to enhance the quality of our wines



## AGING AND BOTTLING

The worldwide recognition our wines have received is testament to our commitment to making quality, premium wines that our customers can rely on and trust from year to year.

# Our wines

Pask represents the essence of our Gimblett Gravels vineyards and are a reflection of the varietals that thrive in our soils. They are highly structured, intense flavoured wines with palate weight and texture. Produced in an “easy-drinking” style, these wines will develop with cellaring 5-8 years. In our Pask range we produce:

Chardonnay, Merlot, Syrah and Cabernet Merlot Malbec along with a Marlborough Pinot Noir and Sauvignon Blanc







## Connect With Us



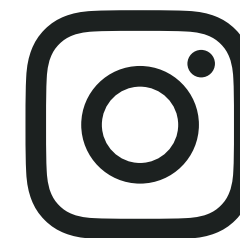
FACEBOOK

@PaskWineryAndCellarDoor



WEBSITE

[www.pask.co.nz](http://www.pask.co.nz)



INSTAGRAM

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## THE PEOPLE BEHIND OUR WINES



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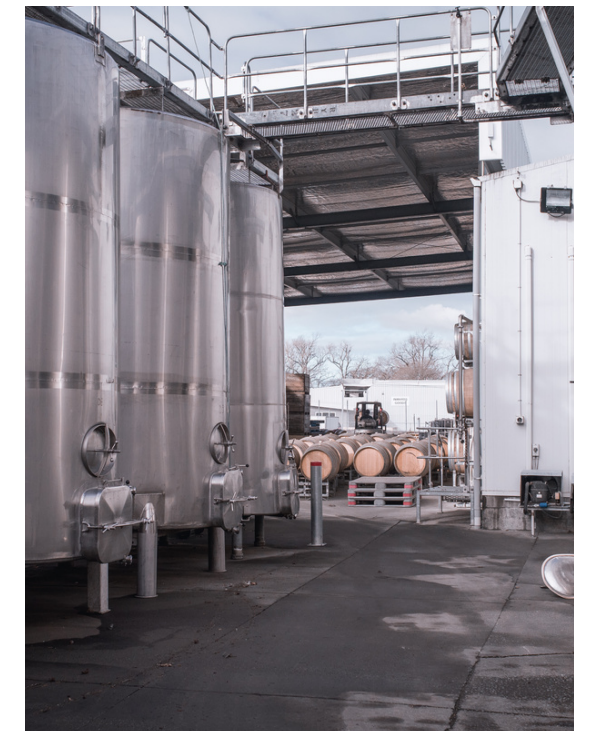
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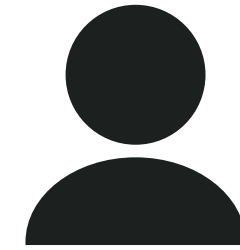
PASK WINERY

# Gallery

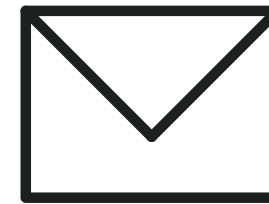




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