

PARITUA™

STONE PADDOCK™
HAWKES BAY NEW ZEALAND

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Paritua Vineyards Launches US Distribution
Wines from Hawke's Bay, New Zealand

Sonoma, Calif. (October 9, 2006) -- Newcomer to the exciting Hawke's Bay wine scene, Paritua Vineyards Limited (www.paritua.com) has entered the American market with the release of its 2005 *Stone Paddock Sauvignon Blanc* (suggested retail \$15.99). The sole US importer is Pivotal, Inc. (www.pivotalwines.com) while Tincknell & Tincknell, Inc. (www.marketingwine.com) provides sales and marketing support.



Paritua Vineyards is owned by Brienne and Gary Fisher, two Americans who toured the major wine regions of New Zealand in January 2001. "We fell in love with the outstanding food and wine of Hawke's Bay," said Brienne, "and with the inspiring mountain and coastal vistas. Six weeks and dozens of soil samples later, we purchased 166 acres of virgin grazing land with great viticultural potential."

Planning for vineyard development began in 2001 with leading New Zealand viticulture consultant Allan Clarke. Superior vine clones and rootstock were ordered, and planting commenced September 2003 (two-year lead time for high quality plant orders). A team of consultants in vineyard development and irrigation was employed to ensure the highest standards.

Over 150 acres of the property are now under vine; 70% is devoted to the red varieties cabernet sauvignon, syrah, merlot, cabernet franc and malbec with sauvignon blanc, semillon and chardonnay completing the picture.

"The excitement for me with Stone Paddock Sauvignon Blanc is finding the complete wine," said Tom Cygnar, president of Pivotal, Inc. "From the carefully researched and planned label and package, to the outstanding wine quality, to the attractive pricing ... this wine is a winner. I have yet to open it for someone that wasn't impressed."

Located along the Paritua Stream (pronounced pare-eh-too-ah) in the heart of Hawke's Bay's Ngatarawa Triangle, Paritua Vineyards will ultimately produce two distinct brands. *Stone Paddock* wines feature fruit from the Paritua estate as well as outstanding regional vineyards. Single-vineyard estate wines will be released under the flagship *Paritua* label beginning with the 2007 vintage.

While "paddock" is the colloquial New Zealand term for a small field, it was the stony, free-draining vineyard soils that provided the key inspiration for the Stone Paddock label. The stones featured on the Stone Paddock label were gathered from the rockiest syrah and cabernet sauvignon paddocks at Paritua Vineyards.

Winemaker Evert Nijzink is a Dutch-born Kiwi with nearly 20 years of winemaking experience in both New Zealand and France. He shoulders a passion for creating wines reminiscent of the great classics of Bordeaux and Burgundy. He has previously worked for CJ Pask, Alpha Domus, and more recently, as consulting winemaker to Wishart Wines and Puriri Hills.

Nijzink's decision to join Paritua Vineyards was a simple one. "From the land, to the vines, to the people," he said, "Paritua is an extremely well thought-out project, and to be part of it will be a challenge and a pleasure. The commitment already shows in the vineyards and the site."

"Evert shares our vision and enthusiasm for similar wine styles and our affinity for the terroir expressed in the wines of the Ngatarawa Triangle," said Brienne Fisher. "We believe that his addition, together with those already involved, establishes a formidable team."

Stone Paddock wines are available in CA, CO, DC, IL, MO, NJ, NH, OK, OR and TN with more markets to follow.

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