

## Classic New Zealand Wine Trail Media Backgrounder



### An unforgettable wine and food experience along SH2

Three major wine producing regions, a capital city, rural towns and stunning coastline combine to create the Classic New Zealand Wine Trail. This self-guided, 380km wine trail takes visitors through the regions of Hawke's Bay, Wairarapa, Wellington and across Cook Strait to Marlborough. The trail covers 80 percent of New Zealand's wine production regions and is home to 230 wineries ... no wonder it has been described as one of the best wine drives in the world.

#### Hawke's Bay

Hawke's Bay is New Zealand's oldest winegrowing region with its roots dating back to 1851. Hawke's Bay is renowned for producing premium rich, full bodied red wines. The warm maritime climate and varying landscapes also produce New Zealand's richest and most complex Chardonnays.

#### Wairarapa

The Wairarapa's first vines were planted near Masterton in 1883 and form part of the history of the region's wine making story. Today, the Wairarapa is largely home to boutique producers located in the three sub-regions of Martinborough, Gladstone and Masterton, all connected by the Ruamahanga River. Together, these areas produce just 1.3% of New Zealand's total wine production, but represent 2.8 percent of the land and over 9% of New Zealand's winemakers. Pinot Noir is the

dominant grape variety in the region, but there are also plantings of Sauvignon Blanc, Riesling, Pinot Gris, Gewurztraminer and Syrah.

### **Wellington**

Wellington is New Zealand's capital city and a favourite among foodies. The easy-to-walk city centre is packed with bohemian cafes, top quality restaurants and exciting bars. A stunning harbour and vibrant waterfront add to Wellington's unique character while Te Papa, our national museum; the cable car; botanical gardens and designer shops are popular with visitors.

### **Marlborough**

Marlborough is New Zealand's largest and most famous wine region and produces over 75% of New Zealand's wine. It is the undisputed home of Sauvignon Blanc – world famous for its intense and pure flavours. Marlborough's wineries round off the palate with a large range of world-renowned pinot noir, aromatics and methode traditionnelle sparkling wines.

### **Key Facts of the Classic New Zealand Wine Trail**

- More than 80% of New Zealand's total annual wine production comes from the regions on the Classic New Zealand Wine Trail.
- There are over 230 wineries along the Trail and more than 120 cellar doors.  
**Hawke's Bay** has 200 vineyards, 76 wineries and 32 cellar doors  
**Wairarapa** has 107 vineyards, 33 wineries and 31 cellar doors  
**Marlborough** has 120 wineries and 33 cellar doors. Marlborough's Golden Mile has nine cellar doors within 6km
- There are 100 road signs to follow
- There are a multitude of vineyard cafes and restaurants along the Trail
- Each region is famous for its own distinctive wine style and offers a complimentary experience for the wine enthusiast
- Seven Farmer's Markets along the Trail offer fresh seasonal produce for sample and sale, which is a great introduction to regional food specialties and provides the opportunity to meet the growers and locals.
- Rumour has it that Wellington has more restaurants, bars and cafes per head of population than New York and is New Zealand's coffee capital.

### **Must do's along the way:**

- In 1931 Hawke's Bay was devastated by a 7.8 magnitude earthquake that brought the cities of Napier and Hastings to its knees. The resilience of the people saw these cities rise again taking on the building style of Art Deco, Spanish Mission and Stripped Classical. These can easily be observed as you walk around the cities, but for a more in-depth experience try an Art Deco walking tour or vintage car tour.
- Cape Kidnappers in Hawke's Bay is home to the world's largest and most accessible mainland gannet colony. Around 20,000 gannets flock to 4 main nesting sites on the Hawke's Bay coastline for spring and summer.
- Hawke's Bay boasts New Zealand's largest network of easy cycle paths with 200km of cycle trails aptly named, the Hawke's Bay Trails. These easy, flat limestone trails are a great way to see Hawke's Bay at your own pace.
- Tui Brewery at Mangatainoka has been supplying New Zealand with their favourite drop since 1889. The beer, the iconic Tui Tower and the brewery have become New Zealand

icons. Enjoy a beer tasting, sit in the garden bar and watch the brewers in action, taste great food and do a tour of the site to learn about this brewery's unique history.

- Gain a great understanding of conservation at Pukaha Mount Bruce National Wildlife Centre, 20 mins drive north of Masterton. Pukaha is home to some of New Zealand's most rare and endangered wildlife including white Kiwi Manukura. There are daily talks and Tuatara feed, eel feed and kaka circus feed while the free flight aviary is a great chance to see blue duck up close. Easy to walk trails weave through lush native forest while the interactive gallery with its rata tree full of creepy crawlies is for kids of all ages.
- Cycling the Vines: Martinborough is one of New Zealand's best bicycle wine touring destinations. Visitors can grab a wine map, hire a bike then cycle the short distance between more than 20 vineyards. Many have a cellar door and offer visitors the unique experience of buying directly from the winemaker. Learn why Martinborough is internationally renowned for its Pinot Noir before heading back into the village to explore its boutique stores, cafes and restaurants and craft brewery.
- Greytown is a Victorian country village with metropolitan style in the Wairarapa, home to high end boutiques, art galleries, antique stores and cafes. A distinctive Greytown product is gourmet handmade chocolate from Schoc.
- Te Papa Tongarewa – Museum of New Zealand is the most visited museum in Oceania. It is located on Wellington's waterfront and features an exciting range of exhibitions displaying New Zealand's diverse art and visual culture with regular top-rating international exhibitions.
- The Weta Cave is a mini museum with characters, props and collectibles created by the Oscar-winning Weta Workshop team. Based in Miramar in Wellington visitors can do a variety of guided tours that offer a behind the scenes glimpse into this impressive world of film.
- Wellington is the undisputed centre of arts and culture with a wealth of museums, galleries and theatres. It is also home to major events including the New Zealand International Arts Festival, Wellington on a Plate culinary festival and the Montana World of WearableArt Awards Show.
- Discover the world-renowned WWI and WWII exhibits at Omaka Aviation Heritage Centre where aircraft are brought to life in a theatrical manner featuring Peter Jackson's own rare collection of historical aircraft and memorabilia. The captivating scenes educate and entertain visitors of all ages.
- Nearby is the Marlborough Sounds, 1500km of winding coastline is home to secluded bays, historic sites, marine reserves and precious island sanctuaries, which foster kiwi and other native species. Cruise or kayak your way through the Sounds, spot or swim with up to five different species of dolphins, whales, seals and seabirds.
- Walk or cycle over bush clad ridgelines of the 70km Queen Charlotte Track starting at Ship Cove, Captain Cook's favourite NZ landing site. The whole track can be completed in 3-5 days on foot, or 3 days on a mountain bike, an intermediate to advanced grade, with luggage transfers available by water-taxi. You will be rewarded with stunning ridgeline views of

Queen Charlotte and Kenepuru Sounds and encounters with native birds such as the fantail and weka.

## **MAJOR EVENTS ALONG THE CLASSIC NEW ZEALAND WINE TRAIL**

Bridge Pa Wine Festival, Hawke's Bay – January  
Wings Over Wairarapa Air Festival (biennial) – February  
Art Deco Weekend, Napier - February  
Marlborough Wine and Food Festival - February  
Wairarapa Harvest Festival – March  
Classic Fighters Airshow, Marlborough - Easter  
Saint Clair Vineyard Half Marathon, Blenheim - May  
Winter F.A.W.C! Food and Wine Classic, Hawke's Bay - June – July  
VISA Wellington On A Plate – August  
World of WearableArt Awards - September  
Summer F.A.W.C! Food and Wine Classic, Hawke's Bay – November  
Toast Martinborough Wine and Food Festival – November

### **Important links**

Hawke's Bay Winegrowers Association Inc – [www.hawkesbaywine.co.nz](http://www.hawkesbaywine.co.nz)  
Gimblett Gravels Wine Growing District – [www.gimblettgravels.com](http://www.gimblettgravels.com)  
Hawke's Bay Tourism – [www.hawkesbaynz.com](http://www.hawkesbaynz.com)  
Wellington Wine Country – [www.wellingtonwinecountry.co.nz](http://www.wellingtonwinecountry.co.nz)  
Destination Wairarapa [www.wairarapanz.com](http://www.wairarapanz.com)  
Positively Wellington Tourism [www.wellingtonnz.com](http://www.wellingtonnz.com)  
Wine Marlborough [www.wine-marlborough.co.nz](http://www.wine-marlborough.co.nz)  
Destination Marlborough [www.marlboroughnz.com](http://www.marlboroughnz.com)

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

A free Trail Guide is also available for visitors providing them with ideas and inspiration to create the ultimate tailor-made holiday experience. It's an ideal planning tool and travel companion as visitors' journey through these regions. Travellers are encouraged to spend at least seven days exploring the sights on the Classic New Zealand Wine Trail.

More information on what to see and do on the Trail is available on [www.classicwinetrail.co.nz](http://www.classicwinetrail.co.nz) and [www.classicwinetrail.co.nz/travel-trade-and-media/](http://www.classicwinetrail.co.nz/travel-trade-and-media/)  
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