



The Perfect Marriage Between HEAVEN & EARTH

For a virtual tour experience, please visit: <https://www.destinybaywine.com/tour/>

Destiny Bay Overview

VINEYARD OVERVIEW

- Established and planted in 2000 with first commercial vintage in 2005
- 15 acres/6.2ha planted in the 5 primary Bordeaux varietals: Cabernet Sauvignon (60%), Merlot (20%), Cabernet Franc (10%), Malbec (8%), Petit Verdot (~2%)
- Very low-yield production averaging 2 tonnes/acre. Destiny Bay's yields are ~25% lower-yield than the great Bordeaux classed growths such as Château Lafite Rothschild
- Soil geology is composed of a top-layer of 'cracking clay' soils with Aeolian volcanic loam underneath. The cracking clay soils create natural root pruning to reduce vine vigor and increase flavour concentration while the clay supports elegance and mouth feel. Destiny Bay's soil profile is wholly unique, however, it could be closest compared to the Bordeaux appellations of Pomerol and Saint-Émilion
- Vineyard is a bowl-shaped and sheltered amphitheatre that naturally traps heat and is true North and Northwest oriented with very steep slopes reaching 38-degrees.
- Viticulture practices are 100% certified Sustainable (SWNZ) and primarily organic.

WINEMAKING PRACTICES

- 100% Hand harvested and sorted grapes.
- Exclusively aged in Extra-Fine-Grain French and American oak.
- Ferments are cold-soaked for 72 hours to increase mouth-feel and extraction and are allowed to begin with a natural ferment.

MARKETING FACTS

- New Zealand's only true specialist producer of Cabernet Sauvignon blends and the leading producer of Cabernet dominant blends as scored by Robert Parker Jr.'s *The Wine Advocate*.
- Destiny Bay is the first fully certified Sustainable Winegrowing New Zealand (SWNZ) Vineyard and Winery on Waiheke Island with energy efficient structures and environmentally sensitive vineyard and winemaking practices.

Owners & Founders



SEÁN SPRATT

General Manager, Owner & Winemaker

"Consistent quality and an unwavering focus on making one of the best cabernet blends in the world is what the Destiny Bay brand is all about. No exceptions. No excuses."



MIKE SPRATT

Owner & Founder

"Our long term commitment is to make wines that express this place and inspire our patrons, no matter the costs. Some things are just more important than money."



ANN SPRATT

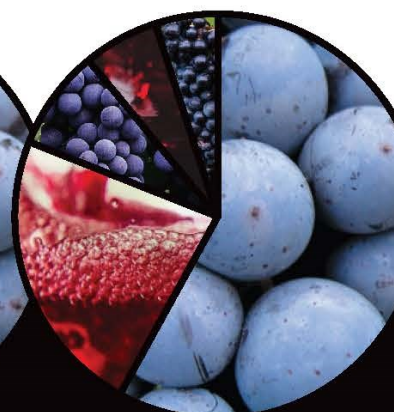
Owner & Founder

"Advancements in viticulture and enology are taking place at a phenomenal rate. Staying at the forefront is vital to our success. We are always learning, always finding better ways to do things, always improving our methods and practices."

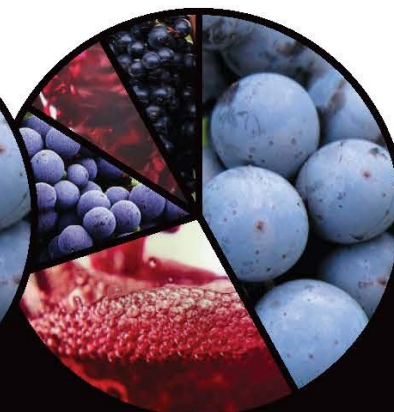
Destiny Bay Blends



MAGNA PRAEMIA



MYSTAE



DESTINAE

Destiny Bay produces three distinct cabernet sauvignon blend wines.

Magna Praemia, Mystae and Destinae.

Each blend contains components of each varietal. What differs is the percentage of each variety and the relative allocation of free run and press fractions.

For vintage summaries and tasting note catalogue please visit:

<https://www.destinybaywine.com/wines>

Typical Blend

CABERNET	
SAUVIGNON	73%
MERLOT	15%
CABERNET	
FRANC	5%
MALBEC	4%
PETIT VERDOT	3%

Dominated by deep press fractions of Cabernet Sauvignon, this blend is "Left Bank" Bordeaux in composition, but "Right Bank" in personality.

Fine, dense tannins give this wine great structure and long-term aging potential. Latin for "Great Rewards", Magna Praemia is a treasure for the cellar.

Typical Blend

CABERNET	
SAUVIGNON	58%
MERLOT	23%
CABERNET	
FRANC	8%
MALBEC	6%
PETIT VERDOT	5%

A balance between the power of Cabernet and the fruit characters of Merlot. Blended from all five varietals, Mystae presents a bouquet of lush fruit supported with complex secondary aromas that will integrate and develop in the cellar over a decade or more. The "Mystae" were ancient Greek philosophers who sought a deeper understanding of the universe's mysteries and followed the Greek God of wine, Dionysus.

Typical Blend

CABERNET	
SAUVIGNON	42%
MERLOT	28%
CABERNET	
FRANC	14%
MALBEC	8%
PETIT VERDOT	8%

Composed of free-run and press-fractions found in both Mystae and Magna Praemia, the name 'Destinae' captures the essence of all Destiny Bay wines. With a higher percentage of Merlot, this blend is more "Right Bank" Bordeaux in style. Approachable at a young age, Destinae offers complex dark fruit aromas and has the potential to age for a decade or more.

Destiny Bay Sustainability Practices

The distinctive soil, site and mesoclimate of the vineyard lies at the heart of the winemaking style. Ecological balance is more than a social responsibility. It is good grape growing and winemaking practice. Destiny Bay is a fully accredited Sustainable Winegrowing New Zealand® vineyard & winery.

Destiny Bay invests time and money in hundreds of environmentally sensitive practices for one simple reason —protecting the planet is worth it.

Sustainable grape growing and winemaking practices include:

- Recycling all botanical material and waste water
- Extensive insulation in the barrel hall, fermentation room and bottle aging facility
- State-of-the-art hygiene and water management systems
- Use of energy efficient techniques for winemaking (i.e. natural ventilation, thermal preservation, etc...)
- Gravity assisted winemaking to minimise handling and energy consumption
- Optimised use of natural ventilation for heating and cooling throughout the winery and vineyard facilities
- Use of natural light and low-power light technology to lower energy use
- Vertically integrated manufacturing
- Pursuing a low volume/high quality strategy that reduces the carbon footprint by at least half
- Fostering a soil microbiome and recycling natural nitrogen through the use of organic digesters, fungi and nutrients
- Planting cover crops to reduce spraying and mechanical work
- Planted over 500 native trees to offset carbon production
- Use of state-of-the-art temperature monitoring and control
- Using corks which are responsible for 24 times less CO2 emissions than screw caps
- Use of environmentally friendly sprays to prevent heavy metal toxicity build-up associated with pure reliance on Organic Copper Sprays

Destiny Bay Grape Varieties

CABERNET SAUVIGNON grapes have dense, dark colour and are high in tannins, offering complex and intense flavours of blackcurrant, liquorice and tobacco.

Planted in the Melanie, Ashley, Hannah and Waina Motu blocks are 3,546 vines of clone 15 on RG, 381 vines of clone 15 on Schwarzmänn, 2,497 vines of clone LC10 on RG and 429 vines of clone LC10, 338 and KWV on Schwarzmänn



MERLOT grapes are purple coloured and full in body with lush, velvety tannins and intense black cherry and chocolate flavours.

Planted in the Millenium, Dog Run and Nina blocks are 2,012 vines of clone 181 on 3309, 519 vines of clone 181 on 3306 and 750 vines of 181 on Schwarzmänn



CABERNET FRANC grapes contribute finesse and lend a perfume, tobacco and violet aroma as well as raspberry flavour.

Planted in the Waina Motu blocks are 434 vines of clone xLyons on Schwarzmänn and 661 vines of clone xLyons on RG.



MALBEC grapes tend to have an inky dark colour, robust tannins and a violet aroma combined with dark berry flavours.

Planted in the Tui and Waina Motu blocks are 400 vines of clone 1056 on 3309 and 1,070 vines of clone 595 on RG.



PETIT VERDOT grapes add tannin, dark colour, perfume, violet aromas and blueberry flavour.

Planted in the Millenium and Keiko blocks are 130 vines of clone 400 on RG and 379 vines of clone 695 on RG.



The Destiny Bay Vineyard Site

Destiny Bay Vineyards is located on a small island in the Hauraki Gulf approximately nineteen kilometres northeast of Auckland, New Zealand. Situated on the sheltered southern edge of the island, the vineyard is planted in a small, crater-shaped valley that opens toward the north.

Destiny Bay's vineyard site represents a unique combination of cracking clay soils, moderately steep terrain, a crater-shaped formation and a wind sheltered, warm northern aspect. This unique interaction of soil, site, and climate, combined with meticulous winemaking techniques and controls, enables Destiny Bay to produce a small release of distinctive, well-balanced, full-bodied cabernet blends.

CLIMATE

New Zealand is recognised as a cool-weather grape growing region. Known for white varieties produced predominantly in the Marlborough area, New Zealand is less recognised for its award winning cabernet blends from Waiheke Island.

Waiheke's climate is distinctive from other parts of New Zealand in that it is hotter and drier and has a climate that shares more in common with parts of Bordeaux, France, and Napa, California than vineyards in other regions of New Zealand. However, unlike Bordeaux and Napa, Waiheke Island has a true maritime climate that acts like a natural air conditioner and prevents heat spikes from dictating harvest decisions as sometimes is the case in Bordeaux and Napa.

During the warm summer months, inland temperatures can rise to the high-30 and low 40-degrees Celsius. When the large land mass of the central Waikato region heats up, it draws sea breezes in from the north through the Firth of Thames. Waiheke sits squarely in this cooling airflow which ensures that peak temperatures do not prematurely drive sugar levels before grape varietal flavours have matured and concentrated.

The mildly cool maritime nights further benefit a gentle ripening of varietal flavours and aromatics.

This unique confluence of conditions allows Destiny Bay to produce wine that has a distinctive complexity, harmony and finesse.

TERRAIN

Destiny Bay Vineyards' site is characterised by moderately steep, naturally draining slopes which form a crater-shaped bowl that faces the northern sun. The high east, south and west ridges of the vineyard shelter the vines from the strong winds that often diminish the fruit set of vineyards in maritime settings. The slopes of the seven distinctive vineyard blocks range from 12 degrees to over 30 degrees. Due to these challenging slopes, all the blocks must be tended by hand.

Eleven rootstock and clone combinations were selected to take advantage of the characteristics of the terrain and the subtle variations in drainage, soil composition, weather exposure and microclimate that exist within the vineyard.

The combination of the distinctive crater-shape of the vineyard and the warm northerly orientation, act as natural solar panels, trapping and reflecting heat onto the vines and grapes during critical stages of growing and ripening. Temperature monitoring throughout the vineyard confirms that the interaction of these natural elements produces optimal ripening conditions.

GEOLOGY

The Destiny Bay Vineyard site has a unique geological history. Underlain by the weathered cherts of the Rocky Bay Formation, formed during the Lower Triassic age, the original rock fabric below the vineyard was largely converted to mineral rich clay soils that were covered by Aeolian dust storms in the last Ice Age. A distinctive characteristic of this Aeolian sediment is that it shows a marked propensity to shrink, crack and then swell again with the change of seasons from summer to winter.

As the soil heats up and cracks in the summer, the grape vines send small roots down the fissures to search for water. Later, when winter rainfall causes the ground to swell and the cracks to close, these small roots are pruned off.

This important natural process essentially "devigorates" the vine and results in less vegetative growth as it naturally directs its energy into the fruit. Grapes from these vines have significantly improved phenolic structure and concentration, grape sugar content and varietal character because the vine's focus on survival drives it to create highly attractive fruit. The concurrent naturally low per-vine grape yields result in highly concentrated wine specific grapes, critical for the creation of robust and complex red wines made for long-term cellaring.

Grape Growing & Winemaking Practices

FRUIT SELECTION

The process of selecting fruit for the final blend of each vintage begins months before the first berries appear. Though more difficult and time consuming, cane pruning offers the opportunity to meticulously manage each vine to its individual health and optimum capacity to produce premium fruit. By the time veraison begins in earnest, each vine is carefully assessed in accordance with individual seasonal characteristics to determine exact final crop loads between .5 and 2.2 kilos per vine. This ensures that each vine is able to concentrate its productive capacity on perfectly ripening its selected bunch load under the current and forecasted vintage conditions. All fruit is hand-picked and field sorted before it is transported in small bins a few hundred meters to the winery, where it goes through a painstaking process of gentle destemming, sifting, and manual sorting of the berries. Judicious use of whole berries and light crushing as well as complete temperature control are employed to maximise specific varietal characteristics and build tannin structure for longevity and cellaring. To avoid any over extraction and ensure fruit integrity, the grapes move through the winery with the assistance of gravity only, no must pumps are ever used. The ultimate benefit is gentle handling, precise selection, and grapes that travel a very short distance, in a very short time, from vine to vat.

WINEMAKING

Depending on the grape variety and specific winemaking objectives for a vintage, a combination of cold-soak, extended maceration, gentle plunging, cap submersion, and pump-over techniques are used to ferment the wine. Fermentation batches range in size from a few hundred litres to a maximum of 3400 litres. Colour, tannin and flavour extractions are closely monitored using in house spectrophotometric analysis. The decision to press reflects a balanced consideration of sensory, scientific, and aesthetic attributes.

A variety of highly specialised yeasts are used to support fermentation. Malolactic fermentation is completed simultaneously with primary fermentation thus ensuring early integration and consistent results. Since maceration can vary between a few weeks to over a month, this enables extended skin contact and superior extraction. Because of the rigorous sorting performed on all fruit entering the winery, harsh extraction from sub-standard berry material (SSBM) or material-other-than-grapes (MOG) is avoided.

When the wine is ready for transfer to barrel, free-run juice is drained directly into barrels with the remaining wine extracted with a pneumatic bladder press. All free-run and pressed wine fractions are sequenced and labeled into individual 200 or 225 litre French and American oak barriques. Barrel to barrel racking using gas pressure only occurs several times over a ten to fifteen month period prior to assemblage.

All wines are bottled on premise with a state-of-the-art bottling line with a patented system that eliminates the introduction of oxygen to the wine during bottling. Bottled wine is stored on premise in a temperature controlled room for at least twelve months before final on-site labeling, packaging, and shipping to partners and patrons.



2014 Magna Praemia
98/100. This
Cabernet Sauvignon
dominant red justifies
its exalted status and
high price tag when
compared to serious
blended reds from
anywhere in the
world, including
Bordeaux."

- Bob Campbell,
New Zealand's first
Master of Wine



"2007 Magna Praemia
98/100"

- Anthony Dias Blue,
Editor-in-Chief of The
Tasting Panel



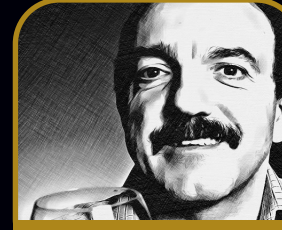
"Destiny Bay wines are
well worth seeking out.
Magna Praemia is an
'iron fist in a velvet
glove', reminiscent of a
great cabernet-based
Right Bank wine like
Chateau Figeac"

- Neal Martin,
eRobertParker.com and
Senior Editor of Vinous



"The 2013's are 'wow'.
There is so much
underlying potential in
those wines to be real
blockbusters..."

- Lisa Perotti Brown,
eRobertParker.com



"In a blind tasting I would
pick the 2007 as a First
Growth and the 2008 as
a Super Tuscan. These
wines have great class
and are delicious."

- Gerard Basset,
Master of Wine, Master
Sommelier, MSc in Wine



2013 Magna Praemia
ranked 1st in flight at the
2016 Cape Mentelle blind
tasting of the world's
twenty best cabernet
blend wines.

- Joe Czerwinski,
Managing Editor of
RobertParker's *The Wine
Advocate*

Destiny Bay CHAMPIONS

Destiny Bay Contact Information

TO CONTACT US ABOUT SALES & DISTRIBUTION, ORDERS OR ACCOUNTS, EITHER GIVE US A CALL AT THE WINERY OR USE THE LINK BELOW:

Phone: +64 9 600 2050

<https://www.destinybaywine.com/contact>

PHYSICAL ADDRESS:

DESTINY BAY WINES LTD
379B GORDONS ROAD RD1
WAIHEKE ISLAND
AUCKLAND 1971

For bottle shots,
photography and
other artwork,
please use the link
below:

[ARTWORK LIBRARY](#)

Destiny Bay Patron Club

The Destiny Bay Patron Club enables a person to access a limited annual allocation of wine not available to the general public or normal trade outlets and secure current and future allocations at favourable patron member prices.

To sign up, please send us a message [here](#) and request a registration card for your region. Membership is limited. Your position on the waiting list will be based on the date the registration is received. You will not be charged until membership is confirmed.

For a virtual tour experience of the vineyard and winery, please visit: <https://www.destinybaywine.com/tour/>