

MEDIA RELEASE

7<sup>th</sup> March 2017

## Waipara Hills winemaker hands over the reins of patience and passion

It's an end of an era for Waipara Hills winemaker Simon McGeorge, as he hands over the reins and delves into his own winemaking ventures.

Simon has pursued a successful tenure as winemaker at Waipara Hills since 2006, and loved every minute of it.

Working amongst the land of North Canterbury's Waipara Valley, he has thrived in his craft, drawing on his patience and passion to produce award winning wines that are rich, textural and bursting with flavour.

Simon said no matter what challenges the season delivers, each year is an improvement on the last, and that is thanks to the great people from many walks of life that he's had the privilege to work with.

"I am grateful for the long list of fellow wine industry personnel who have helped me to fuel my passion for winemaking and develop my skills. All these people have helped shape me into the winemaker that I am today."

Taking over the reins of passion and patience for the craft of winemaking is Andrew Brown, well renowned for his expertise with aromatics, particularly with Riesling, of which he enjoys the stylistic diversity.

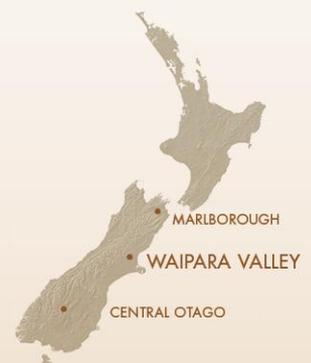
Making the switch from Assistant Winemaker at Framingham Wines in Marlborough where he has been since 2009, Andrew is looking forward to getting his hands amongst the soils and vines of Waipara Hills, where he has a long term fascination and respect for the wine produced in the Valley.

"I've always been a fan of the Waipara Valley so am really thrilled to be taking up the role as Waipara Hills winemaker. I am looking forward to working with the fruit, championing the region and becoming part of the team."

Andrew's love of the land started from a young age; his first taste of harvest was cropping the swedes on his family farm in Waitahuna, South Otago, at the tender age of six.

Established in 2001, Waipara Hills is an award winning wine range from the South Island of New Zealand. Recipient to over 500 medals, Waipara Hills has developed a fine reputation for crafting rich aromatics, with vibrant, complex flavour. The Waipara Hills Cellar Door is located in the picturesque Waipara Valley, just 50km north of Christchurch. Set amongst landscaped gardens, with spectacular views across The Home Block Vineyard to the Teviotdale Hills, our home captures the 'Soul of the South'.

Specialising in aromatics, visitors to the cellar door can enjoy Waipara Hills Pinot Gris, Riesling, Chardonnay, Sauvignon Blanc and Pinot Noir. Winemaker, Simon McGeorge believes the Waipara Hills winemaking philosophy is simple. It's about creating perfect balance, encouraging the characteristics of each season's fruit to shine, whilst celebrating the Waipara Valley vineyards.





# WAIPARA HILLS

After high school he completed a Parks, Recreation and Tourism Management degree at Lincoln University, and promised himself he would return to complete the Post Graduate Diploma of Viticulture and Oenology at a later date. He did just that, dipping back into the study books in 2004 after four years of travel.

On the winemaking front, Andrew has worked in Alsace, Oregon and Central Otago and Marlborough.

Even with 10 harvests under his belt, and one just around the corner, he still thrives on the thrills and challenges they deliver.

“Trialling winemaking techniques and learning from these is what I really look forward to. As well as working with new vineyards and ferments..... as long as they behave themselves!”

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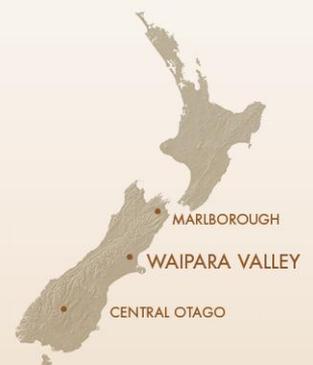
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