



MISSION  
SINCE 1851

THE GAIA PROJECT

The embodiment of Mother Nature, Gaia represents Mission’s deep and enduring commitment to our natural world. Seeking to minimise our impact on Earth a little more each day, The Gaia Project unites our many ongoing environmental practices to preserve our Earth for future generations.



THE GAIA PROJECT 2021

Chardonnay

Hawke’s Bay | New Zealand



“Soft and generous with citrus, ripe stonefruit and a touch of brioche.”

Sourced from old, low yielding vines from some of the best Hawke’s Bay vineyards, this delicious Chardonnay is expressive and vibrant. Soft and generous with excellent structure; fresh citrus notes are beautifully balanced with ripe peach, apricot with subtle brioche and delicately integrated oak.

The Gaia Project wines are kind on nature and wild on taste. Every aspect of their creation has been carefully considered to offer wine lovers an environmentally conscious choice with great flavour. The Gaia Project wines reflect our sustainability journey so far, from vineyard to glass.



Scan to follow our sustainability journey





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## THE GAIA PROJECT 2021

### Chardonnay

Hawke's Bay | New Zealand



### New Zealand Winegrowing

Central to the success of New Zealand as a world-renowned wine growing region is the temperate maritime climate and the free-draining alluvial soils.

The growing season is long, providing perfect conditions for slow ripening and full flavour development. Cool nights and warm days retain acidity which lends freshness and vibrancy to the wines, highly characteristic of New Zealand wine styles.

### Hawke's Bay Region

Located on the east coast of the North Island, Hawke's Bay wine region is one of the warmest winegrowing regions in New Zealand.



The long and warm growing season provides for excellent ripening conditions and full flavour development.

### The Gaia Project Sustainability Practices

- Mission has been a founding member of Sustainable Winegrowing New Zealand since 1995 and ISO 14001 certified since 1998 – one of only a few wineries in New Zealand to have both certifications
- Some vineyards are certified BioGro Organic with others under conversion
- Every year we measure and benchmark our winery energy and water use with wineries of the same size. Consistently, we are below average. In 2021 we are:
  - 58% more energy efficient and
  - 63% more water efficient, compared with wineries of the same size
- We employ regenerative viticulture techniques and have been a leader in organic vineyard research. In 2015, Mission was the winner of the Ballance Farm Environmental Awards for Excellent Soil Management
- Our packaging is lighter on Earth with 30% recycled content in the labels, lightweight bottles and 73% recycled content in the cartons



### Soils

Gravel beds, free-draining alluvial soils and stony terraces

### Growing Season

Dry, sunny and warm conditions delivering intense and characterful wines

### Winemaking Technique

Fruit from 20 year old vines was picked and pressed with minimal skin contact and underwent a long, cool fermentation. The juice was inoculated with specially developed aromatic yeast strains to develop optimum varietal character. Barrel fermentation in French oak for 10 months and maturation on the lees for a further six months produced a bright, complex style with a creamy texture.

### Technical Specifications

Alcohol	13.9%
Acidity	5 g/L
Residual Sugar	0 g/L
pH Level	3.5

### Cellar Potential

Enjoy now or cellar carefully for up to five years