



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

Pinot Noir

Marlborough | New Zealand



“Juicy cherry, red berries with rich savoury notes”

Sourced from our Cable Station Road vineyard in the Awatere sub-region of Marlborough, this delicious Pinot Noir is expressive and vibrant. A low-yielding year gave small, concentrated grapes, bursting with an abundance of juicy cherry and red berry fruit characters, complex savoury notes with a little herb character. This wine is beautifully balanced with delicate cedar and a soft texture.

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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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.

Marlborough Region

Located at the top of the South Island, Marlborough wine region is perfect for producing cool climate styles. Marlborough is one of New Zealand's sunniest and driest

places with a long growing season and strong diurnal temperature variation.

This leads to wines with high acidity, fruit driven flavours and intense varietal characters.



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 was lightly crushed and fermented on skins. The grapes were cold soaked prior to a warm fermentation. Carefully mixed each day to extract colour and optimum texture from the skins before pressing. 12 months of French oak barrel maturation produced a bright, fruit-driven, complex style.

Technical Specifications

Alcohol	13.3%
Acidity	6.0 g/L
Residual Sugar	0 g/L
pH Level	3.63

Cellar Potential

Enjoy now or cellar carefully for up to two years