



MISSION  
SINCE 1851

THE GAIA PROJECT

The embodiment of Mother Nature, Earth goddess 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 2020

Pinot Noir

Marlborough | New Zealand



“Juicy cherry, red plum and floral notes”

Sourced from our Cable Station Road vineyard in the Awatere sub-region of Marlborough, this delicious Pinot Noir is expressive and vibrant. Bursting with an abundance of juicy cherry and plum character; forest fruits and floral notes are 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.





# MISSION

SINCE 1851

THE GAIA PROJECT 2020  
**Pinot Noir**  
Marlborough | 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 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

The Syrah fruit was very lightly pressed to give delicate aromas and a fine palate. The Pinot Gris was also gently pressed and underwent a cool fermentation to retain varietal character. Once blended, the Pinot Gris contributes complexity of fruit flavour and textural softness to the finished wine which is bright, fruit-driven and well-balanced.

## Technical Specifications

Alcohol	13.2%
Acidity	4.5 g/L
Residual Sugar	0 g/L
pH Level	3.41

## Cellar Potential

Enjoy now or cellar carefully for up to two years