



WINTER AT FROMM 2010



FIRST RELEASE - 2007 SINGLE VINEYARD WINES

This newsletter signals the release of our 2007 vintage wines! You, as our loyal customers get the first opportunity to purchase these wines before they are made available to the general public in September. In the true Fromm way these wines are made in extremely limited quantities.

Of all of the vintages that we have made to date (18 of them!) the

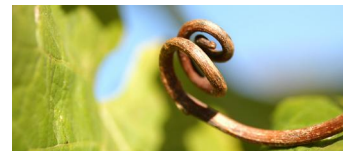
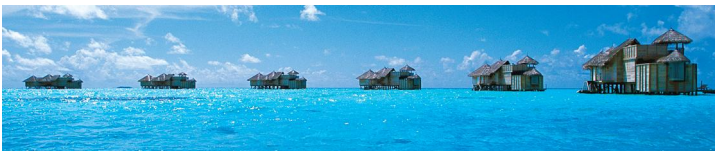
2007 is one of our most classic vintages. For us this means that the wines have concentration, density, and above all elegance. Wonderfully structured these wines show the Marlborough climate and vintage at their best.

“At the moment I prefer this vintage, which has probably a lot to do with the age of the vines and us understanding things better.”

The 2007 is one of the nicest vintages that we have had. The 2005 was concentrated and dense, 2006 was lush and approachable, where as 2007 is more elegant and refined. If someone asked me what sort of vintage I would prefer in 2011, I would say exactly the same as 2007.”

Hätsch Kalberer, Winemaker

La Strada Pinot Noir 2007 has reached new heights in London. These wines can be found to drink by the glass at **Gordon Ramsey’s restaurant **Maze**.**



WINTER BLISS.

If life has been over the top busy for you, then we have just what you need! Join us in the gorgeous Republic of Maldives for a Fromm wine experience at the luxurious Six Senses Resort Soneva Gili in October. We have been romanced by this destination, you will be too. For more information regarding this resort visit www.sixsenses.com or email the reservations team at reservations-gili@sixsenses.com, for information regarding the wine experience contact us here at the winery for more details.

REVIEWS.

Fromm Pinot Noir Clayvin Vineyard 2007 5 stars

Authoritative but very approachable, this is a strikingly fragrant, concentrated and supple red. Deep and youthful in colour, with great depth of plummy, spicy flavour, complex and savoury, it should blossom with cellaring.

NZ Listener May 2010, Michael Cooper

**What we are drinking at the winery?
2002 & 2003 Fromm vintage wines.**

KEEPING AFRESH

The wine market is evolving incredibly quickly; to stay afresh of global wine market changes we travel every year and stay in contact with our customers through hosting select tastings and dinners. Winemaker William Hoare has just returned from a visit in May to the UK, Denmark, Australia and Hong Kong.

There is a growing resistance towards the huge volumes of generic wine being discounted globally. Consumers and wine buyers are being drawn instead to wines that are made by artisans, have a story and express the place where the fruit is grown. While there is a place for both of us, this is Fromm’s niche+says William.



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ORDER FORM

	Size	Price	Qty	Total
Fromm Range				
Fromm . Riesling . Dry 2008 SOLD OUT	750ml	\$22		
Fromm . Riesling . Spätlese 2008	750ml	\$27		
Fromm. Gewurztraminer . Late Harvest . 2009	375ml	\$22		
Fromm . Chardonnay 2007 . Brancott Valley new release	750ml	\$39		
Fromm . Pinot Noir 2007 . Brancott Valley new release	750ml	\$41		
Fromm . Chardonnay 2007 . Clayvin Vineyard new release	750ml	\$53		
Fromm . Pinot Noir 2007 . Clayvin Vineyard new release	750ml	\$57		
Fromm . Pinot Noir 2007 . Fromm Vineyard new release	750ml	\$63		
Fromm . Syrah 2007 . Fromm Vineyard new release	750ml	\$48		
Fromm . Malbec 2006 . Fromm Vineyard Limited Availability	750ml	\$44		
La Strada Range				
La Strada . Sauvignon Blanc 2009	750ml	\$23		
La Strada . Pinot Gris 2008	750ml	\$28		
La Strada . Chardonnay 2007	750ml	\$28		
La Strada . Pinot Noir 2007	750ml	\$30		
La Strada . Syrah 2008	750ml	\$33		
Total				

Free delivery anywhere in New Zealand for 12 or more bottles, less than 12 bottles will incur a small fee of \$7.50 for delivery

Name _____

I would like to pay by

Delivery Address _____

MasterCard

Visa

Phone (mobile preferred) _____

Credit Card _____

Delivery Instructions _____

Expiry Date _____

Signature confirms credit card authority and that I am 18 years of age or over

LIMITED OFFER — 20 cases only

Fromm . Pinot Noir . Clayvin Vineyard 2007

Due to the success of the 2006 Fromm Pinot Noir Clayvin Vineyard, we have had significant export requests for the 2007 release. Hence we have only 20 x 6 packs available for our mail order customers, so act fast if you would like to add some of this highly rated wine to your cellar.



Please complete the details above and either

fax to 03 572 9366

or mail to:

Fromm Winery
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Blenheim 7272