



SPRING AT FROMM 2009



WHY SHOULD YOU BE INTERESTED IN ORGANIC & BIODYNAMIC ?

At Fromm we have two aspirations. The first is to make great wines that reflect the vineyards where our fruit is grown and the second; to make wine in such a way that provides a healthy environment to work and live in.

Sustainability, organics and biodynamics are words that are banded around a lot these days in the media. These words have become trendy. But what do they mean and should you be interested? If you care about your health then your answer should be without doubt yes!

WHAT DO THESE WORDS MEAN?

In the wine industry these three words tell you a lot about how a winegrower chooses to manage his land. Today in New Zealand all vineyards must belong to Sustainable Winegrowing New Zealand (SWNZ). Under SWNZ vineyards must monitor the amount of synthetic chemicals and pesticides that they use, looking to decrease levels where possible. However it is important to note that these vineyards are still using chemicals, an important point we think.

Organic farming goes a step further and manages the land without the use of synthetic chemicals and pesticides. Today it has been proven that vineyards can be run organically with only marginal cost differences when compared to conventional wine-growing.

Biodynamic is the most advanced form of organic farming. It works with cycles of nature to grow grapes and make wine, using plants and animals to take the place of chemicals and fertilizers. It involves

making your own compost, using the moon/cosmos to guide the timing of what you do in the vineyards.

EXPERIENCE

At Fromm we have been using organic practices for 17 years and biodynamic practices and preparations for the last 4 years. Our soils are healthy and our vines have built up a high degree of natural resistance to disease.

We talk about organic & biodynamic farming as a journey. Every year we build on our understanding and experience and take it a step further, mentally and practically. We believe that this advanced form of winegrowing gives our wines a more authentic terroir expression.

SHOULD YOU BE INTERESTED?

For a long time wineries never talked being organic for fear that the resultant wines would be inferior. Today there is an awareness that wines free of synthetic residues are better for our bodies and vineyards free of harmful sprays are better for the long term health of the environment. So why wouldn't you want to drink healthier wines ?

A true biodynamic wine has four fingerprints: the variety, the vintage, the place and, most importantly, the passion of the people that made it"

Mike Benzinger, USA

LIMITED CHRISTMAS OFFER

Available until
5th November 09
Presented in traditional wooden gift-box.



MAGNUM FROMM PINOT NOIR CLAYVIN VINEYARD 2006

Voted best new world pinot noir by the prestigious world of fine wine magazine, UK



SUMMER DRINKING Riesling Spätlese 2007

This profound young Riesling is so delicate and tight yet the quality is unmistakable from the moment you nose it. It has a supremely elegant bouquet exhibiting fresh lime juice and floral notes with subtle mineral notes. Its superbly structured with vibrant acidity which is beautifully woven into the wine providing outstanding harmony and poise.

Wine Orbit, Senior Wine Judge Sam Kim.

FROMM WINERY
Godfrey Road, R D 2
Blenheim 7272
New Zealand

Phone +64 (0)3 572 9355
Fax +64 (0)3 572 9366

The guys at Fromm make me believe in NZ wine again.

The Wine Vault - Jayson Bryant New Zealand, April 2009

lastrada@frommwinery.co.nz
www.frommwinery.co.nz

ORDER FORM

	Size	Price	Qty	Total
Fromm Range				
Fromm . Riesling . Dry 2008	750ml	\$22		
Fromm . Riesling . Spätlese 2007 (Limited stock)	750ml	\$26		
Fromm . Chardonnay . Brancott Valley 2006 new release	750ml	\$38		
Fromm . Pinot Noir . Brancott Valley 2006	750ml	\$39		
Fromm . Chardonnay . Clayvin Vineyard 2006	750ml	\$51		
Fromm . Pinot Noir . Clayvin Vineyard 2006 SOLD OUT	750ml	\$55		
Fromm . Pinot Noir . Fromm Vineyard 2006	750ml	\$61		
Fromm . Syrah . Fromm Vineyard 2006	750ml	\$47		
Fromm . Malbec . Fromm Vineyard 2006	750ml	\$44		
La Strada Range				
La Strada . Sauvignon Blanc 2008 (Limited stock)	750ml	\$23		
La Strada . Pinot Gris 2008	750ml	\$27		
La Strada . Chardonnay 2007	750ml	\$28		
La Strada . Pinot Noir 2007 new release	750ml	\$30		
La Strada . Syrah 2008 new release	750ml	\$33		
Fromm Pinot Noir Clayvin Vineyard 2006 Christmas Magnum	1500ml	\$140		
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 _____

Delivery Address _____

Phone (mobile preferred) _____

Delivery Instructions _____

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

I would like to pay by

MasterCard

Visa

Credit Card _____

Expiry Date _____



LIMITED CHRISTMAS OFFER

Fromm . Pinot Noir . Clayvin Vineyard 2006 . MAGNUM

Best Rated New World Pinot Noir

by the Prestigious World of Fine Wine Magazine in the UK. Sold out on release this wine is now available for mail order and cellar door customers only in Magnum. Presented in a traditional wooden wine box, this wine is the ultimate gift. See attached photo.

AVAILABLE ONLY UNTIL 5th NOVEMBER

Please complete the details above and either

fax to 03 572 9366

or mail to:

Fromm Winery
Godfrey Road, R D 2
Blenheim 7272