



Fromm Winery La Strada – Vintage Report 2007

The growing season

Spring started off well with even budburst. We had plentiful and much needed rain and the young shoots were carrying a potentially high crop. However, a late November frost damaged parts of the Clayvin Vineyard, and the second coldest December on record affected the flowering of our later varieties Syrah, Merlot and Malbec. Both resulted in overall lower yields. Luckily the earlier flowering Pinot Noir was almost perfect, whereas the fruit-set on the other three red varieties was uneven and we realised we would have to deal with many bunches carrying small green berries.

January saw a positive change to stable, warm and dry weather conditions. What followed was a long, extended, trouble-free autumn, resulting in an easy harvest with very healthy fruit. The only challenge with some varieties was selecting the ripe bunches from the ones with green berries, and in the case of Fromm Syrah, hand destemming about 90%. The Merlot was the worst affected and we decided not to harvest any for our labels. This aside, Pinot Noir, Chardonnay and Riesling, accounting for 85% of our intake, were harvested in immaculate condition, which amounts to an overall very successful vintage.

The Wines

Much has been said and written about the up-beat mood amongst Marlborough winemakers when talking of the 2007 vintage. In general we agree and putting it into a Fromm perspective, the beauty of this vintage is its balance, subtlety and finesse we see in many wines.

Both Pinot Noir and Chardonnay have an understated concentration and density, yet there is a positive lightness on the palate. Interestingly, the Fromm Vineyard Pinot Noir made from 10 to 15 year old vines is arguably the most complete and refined Pinot Noir we made this year, yet the colour and up-front presence of our other Pinots from younger vines is very impressive at this early stage. Having harvested at full flavour ripeness with moderate sugars, we also expect some progress in our efforts to keep the alcohol levels slightly lower.

The Syrahs look very good too and we see the same difference between the understated Syrah from the Fromm Vineyard (mainly 15 year old vines) and the younger Clayvin Vineyard fruit for the La Strada label, which is rich and generous with deep colour and instant appeal.

A very small selection of Malbec promises to be of beautiful purity and concentration, but sadly, as mentioned before, there won't be any 2007 Merlot.

Finishing on a brighter note we are happy to report that the Riesling performed again very well and our flagship Spätlese looks set to continue to be the New Zealand benchmark for this low alcohol style.