

June 2010

Executive Winemaker Announced At Trinity Hill

Following the announcement of the governments \$1.2 million funding over two years for a wine export push into the United States, John Hancock, the founder and president of Trinity Hill Wines in Hawke's Bay is taking a step sideways into the world of sales, marketing and export strategy whilst handing the executive winemaker reins to long-serving senior winemaker Warren (Wazza) Gibson.

"2010 was the first vintage without my 'interference'" says Hancock. "I think with us ramping up our efforts overseas as one of the 21 wineries involved in the Super Premium wine push into the U.S – I have to be the face of Trinity Hill's promotion from now on. Officially appointing Warren to fully take over both wine production and vineyard management, essentially frees me up to look after the all-important customer liaison side of things."

Of course this does not mean that John will step away completely from the nuts and bolts of making wine at Trinity Hill. "No it doesn't mean I will be taking a back seat, I will still have input into our styles and blends" he says.

"It's an interesting time for everyone in the wine industry at the moment" says Gibson, "and I think the way we're being driven here at Trinity is that it's made everyone take a hard look at what their core skills are. Everyone here at Trinity has had to step up and take over bigger roles."

As for the new title? "My business card has always had Warren Gibson, Trinity Hill on it and I don't think that'll change. When I was fresh out of winemaking school and landed my first job at Margaret River I was terribly motivated to have a snazzy business card with 'winemaker' on it, but as you get further down the track you realize its only a piece of paper. I'm part of a great team and that's what's important".

John Hancock's first vintage under the Trinity Hill label was from the Shepherds Croft vineyard back in 1996 and Warren began working with John at Trinity Hill the following year. So after 13 years making wine at Trinity Hill how did the 2010 vintage shape up?

"It's not about making lots of wine it's about making great wine, so this year we kept our yields in check and the superb dry autumn meant for the reds in particular 2010 has been a sensational year. Syrah and merlot will be our standout red varieties from this vintage while for chardonnay it's looking like one of the best ever".

For further comment, high resolution images etc...please contact John Hancock 021 688 063