

THISTLEDOWN WINE COMPANY



Thistledown Breaks New Ground in New Zealand

Earthsong is the new project from Thistledown, one of Australia's leading producers of old vine Grenache and Shiraz. Based in Marlborough, New Zealand, Earthsong promises a similar approach to that taken by Thistledown – one where the importance of individual sites and sub-regional styles takes prominence.

Led by Giles Cooke MW, winemaker for Thistledown, Earthsong's first release was a 2022 Single Vineyard Sauvignon Blanc from the renowned Dillons Point sub-region.

"When we started Thistledown, the challenge we had was to find a market for old vine Grenache and in little over 10 years, we have not only helped to find a market for Grenache but to lift the average price to the highest in the region. In doing so, we have raised the profile of the variety and cemented its place on the best wine lists in the world. The challenge for us with Earthsong is almost the opposite. The demand for Marlborough Sauvignon remains very high, but differentiation is low and understanding of sub regions (and their influence on flavour) very limited.

We hope to communicate the message that, just like most of the great regions of the world, there are huge differences between the different sub-regions, with consequent distinct styles in the glass".

Thistledown have always made a point of working closely with their growers for mutual benefit – and Earthsong will be no different.

"Our Earthsong journey begins with one, truly incredible vineyard in the renowned Dillons Point sub-region of Marlborough. Owned by John Blackmore, the vineyard benefits considerably from its proximity to the sea which means that the cool easterly breeze that rises in the afternoon, tempers the summer heat, resulting in a longer growing season and more pronounced diurnal temperature fluctuations. This combination of the soil, cool breezes and considered viticulture results in a distinctive and incredibly intense style of Marlborough sauvignon with blackcurrant leaf and passionfruit exploding on the palate followed by the refreshing mineral/ saline finish.

Working in conjunction with brilliant growers such as John is the foundations for Earthsong, in much the same way that we championed individual growers, and their sites, when we started Thistledown. This is a very different journey – not one where we have to create demand, but one where we need to create a thirst for quality and distinctiveness".

For further information on Earthsong, please contact Giles Cooke MW
giles.cooke@thistledownwines.com



www.thistledownwines.com



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