

**Title: Sacred Hill**  
**Version: v8**

Visuals	Audio
<p><b>LOOK/FEEL:</b> modern, dressy-casual, reflective of printed materials (refer to <i>SH_7.pdf</i>) with earth tones like yellow ochre and burnt orange, accented with brighter oranges/corals – like the wines’ labels; contrasted with black; some script-type visual fonts used, like those in referenced materials; as with some of the other modules, brighter colors could be introduced when the music and text calls for it.</p>	<p><b>MUSIC:</b> Overview commences with uplifting native N.Z. music, then fades out when history discussion begins. Concluding paragraph fades in with similarly upbeat music.</p> <p><b>VOICEOVER:</b> Same talent who narrated the New Harbor module.</p>
<p><b>Section 1. OVERVIEW/HISTORY</b></p> <p>All or any of the following; quick flashes from photo to photo for a zippy beginning:  <a href="#">rugby-LuckyOliver-7213304.jpg</a>  <a href="#">rugby-LuckyOliver-742381.jpg</a>  <a href="#">rugby-LuckyOliver-3680133.jpg</a>  <a href="#">sports-balls-on-grass-LuckyOliver-4517448.jpg</a>  <a href="#">islands-LuckyOliver-6286327.jpg</a>  <a href="#">kiwi-bird-LuckyOliver-1141482.jpg</a>  <a href="#">kiwifruit-LuckyOliver-272029.jpg</a>  <a href="#">pelicanLuckyOliver-5234988.jpg</a>  <a href="#">two-sheep-LuckyOliver-3895499-small.jpg</a>  <a href="#">NZ-Mtn-dreamstimemedium_4346204.jpg</a></p> <p><a href="#">white-wine-1059441.jpg</a>  <a href="#">limes-dreamstime-1060449.jpg</a>  <a href="#">limes-dreamstime-1145247.jpg</a>  <a href="#">wineLover-dreamstime-5223031.jpg</a></p> <p><a href="#">SacredHillLogo1.jpg</a>  <a href="#">SacredHillLogo2.jpg</a>  <a href="#">Sacred Hill_199.jpg</a>  <a href="#">Sacred Hill_208.jpg</a>  <a href="#">bottles-style.tif</a>  <a href="#">white-wine-1059441.jpg</a>  <i>Visual text: A top producer in New Zealand.</i>            Groove: idea for images here?</p> <p><a href="#">DIAGEOLOGO-hiRes.tif</a>  <a href="#">BV-Logo-highres.gif</a>  <a href="#">SterlingLogo.jpg</a></p>	<p><b>Section 1. OVERVIEW/HISTORY</b> (1 minute)</p> <p>You probably already know that New Zealand is famous for rugby. You are familiar with her numerous islands, amazing wildlife and spectacular landscapes, but did you know we also make extraordinary Sauvignon Blanc? With its exotic herbal aromas and limy acidity, New Zealand Sauvignon Blanc is a big hit with wine lovers in the United States.</p> <p>Sacred Hill Winery of Hawke’s Bay is a benchmark example of excellence in Sauvignon Blanc, among their other brilliant creations. One of the top producers in New Zealand, Sacred Hill is reserve caliber, having garnered gold medal status for every Sauvignon Blanc vintage produced. Diageo Chateau &amp; Estate Wines is happy to have Sacred Hill among its</p>

<p>NavarroCorreasLogotipo.ai ProvenanceLogo.jpg</p> <p>brothers-David and Mac Mason.jpg DartmoorEstate-Cellar Door.jpg David drinking.jpg David Head and Shoulders.jpg <i>Visual text: Managing Director, David Mason</i> Sacred Hill_111(david Mason).jpg WineSpectatorLogo_730.jpg <i>Visual text, Line 1: Sauvignon Blanc</i> <i>Visual text, Line 2: 91 Points, Wine Spectator, 12/05</i></p>	<p>portfolio of ultra -premium brands.</p> <p>As recently as the mid-eighties, Sacred Hill was born when brothers David and Mark Mason transformed their pastoral family estate in Dartmoor into a winemaking venture. Managing Director David Mason nurtured the winery through a phenomenal growth phase, while collecting numerous awards.</p>
<p><b>Section 2. VINEYARDS</b></p> <p>Using <a href="#">NewZealandMap.ai</a>, please recolor/shade to harmonize with module; show entire country, then zoom into the Marlborough area. If you want to use something other than a star, feel free. <b>Alternatively</b>, use <a href="#">map-NZ-dreamstime-3197610.jpg</a> map, which is good with module colors, and add indicator of area, if you can. <a href="#">WairuValleyF1020017.jpg</a> <i>Visual text: Wairu Valley in Marlborough</i> <a href="#">HellsGate4.tif</a> <a href="#">HellsGate5.tif</a> <i>Visual text: Hell's Gate Vineyard</i> Groove: idea for images regarding cool climate and temperature changes? <i>Visual text: Sharp temperature changes produces fruit with high acidity.</i> <a href="#">rockySoil-iStock_000003590214Small.jpg</a> <a href="#">stonySoil-dreamstime-1140784.jpg</a> <a href="#">rockySoil-iStock_000005639895Small.jpg</a> <a href="#">herbs-dreamstime-4880436.jpg</a> <a href="#">herbs-dreamstime-4971760.jpg</a> <a href="#">whiteGrapes-dreamstime-528805.jpg</a> <a href="#">SH_SB_Marlborough_Vineyards.jpg</a></p> <p>Using same <a href="#">NewZealandMap.ai</a>, please show entire country, then zoom into the Central Otago region using <a href="#">Wine_Regions_Map-guidelineOnly.jpg</a> as a guideline for location. <b>Alternatively</b>, use <a href="#">map-NZ-dreamstime-3197610.jpg</a> map and add indicator of area, if you can. <i>Visual text: Central Otago</i></p>	<p><b>Section 2. VINEYARDS</b> (55 seconds)</p> <p>On the sunny southern side of Marlborough's Wairu Valley, Sacred Hills' Hells Gate Vineyard produces the grapes dedicated to its exceptional Sauvignon Blanc. Marlborough's cool climate and sharp temperature changes from day to evening produces fruit with high acidity, while the stony and silty soils of the Wairau plains contribute to the herbal character so prized in New Zealand Sauvignon Blancs.</p> <p>South of Marlborough, the Central Otago region provides the grapes for Sacred Hill's Pinot Noir, produced in very limited quantity. The area's climatic extremes produce wines of</p>

Otago - Mac's vineyard 001.jpg  
 Otago - Mac's vineyard 002.jpg  
 Grapes in Sacred Hill box.jpg  
 SH\_CentralOtago\_PN MOCK.tif  
*Visual text: Heavy mica deposits contribute to flavor complexity.*  
 mica-dreamstime-1092367.jpg  
 redWineGlass-beauty-dreamstime-1517527.jpg

*Visual text: Accredited by Sustainable Winegrowing NZ*  
 SustWinegrowingNZLogo.jpg  
*Visual text: ISO 9001 Certified*  
 ISO9001Logo.gif  
 seedlings-dreamstime-5157558.jpg  
 red-white-grapes-dreamstimemedium\_4842198.jpg

great intensity, and the heavy deposits of mica in its soil contribute to the flavor complexity required in first-rate Pinot Noirs.

Sacred Hill is proud of their environmental policy, becoming one of the first in the country to be accredited for its sustainable practices. Sacred Hill also aims to reduce its carbon usage and CO2 emissions while continuing to maintain the highest standards of quality.

**Section 3. WINEMAKING/PEOPLE**

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(25 seconds)

YoungTony-w-BasketPress.jpg  
 YoungTony-w-BasketPress-closeup.jpg  
 skis-dreamstime-3994956.jpg  
 skiing-dreamstime-2136977.jpg  
 skis-dreamstime-3508799.jpg  
*Visual text: Winemaker, Tony Bish*  
 SH\_TonyBishFPO.tif  
*Visual text: David Mason*  
 DavidMason-3 bw.jpg  
 casesOfWine-dreamstime-3295140.jpg  
 casesOfWine-dreamstime-3301936.jpg

Faced with the decision to choose between his great loves, winemaking and skiing, Sacred Hill's winemaker, Tony Bish, chose both, alternately skiing and working at different wineries during the first part of his career in the early 1980s. Eventually, he landed the Sacred Hill position. Along with David Mason, Tony helped launch Sacred Hill's first vintage in 1986, producing just 350 cases.

[Video plays.](#)

Video provided by Turn Here to be placed in smaller window within main window with surrounding photos/graphics (refer to Stellina Di Notte, Winemaking section or New Harbor, section 4, as examples)

Please place photos to side of video [that apply](#) while video plays; from folder within *Winemaking/People* folder called [photosWhileVideoPlays](#):

<p>blending.jpg winemaking-738.jpg barrels-F1010036.jpg F1040004.JPG HellsGate4.tif production-dreamstime-4621633.jpg production-F1010022.jpg vineyard-F1010006.JPG F1000035.JPG</p>	
<p><b>Section 4. WINES/WINE TIERS</b></p> <p>bottles-style.tif premiumWines-dreamstime-265984.jpg <i>Visual text: Reserve quality wines.</i></p> <p>SH_SB_Marlborough_Vineyards.jpg <i>Visual text, Line 1: Blue Gold, 2007 Sauvignon Blanc Line 2: Sydney International Wine Competition, 2008</i> HellsGateVineyardFPO.tif</p> <p>blackCherries-dreamstime-4258064.jpg swirlingWine-dreamstime-3796431.jpg <i>Visual text: New Zealand Pinot Noirs are fruit-forward with earthy tones.</i></p> <p>SH_CentralOtago_PN MOCK.tif Otago - Mac's vineyard 003.jpg</p>	<p><b>Section 4. WINES/WINE TIERS</b> (25 seconds)</p> <p>The two Sacred Hill wines represented by Diageo are both Reserve Wines, providing extraordinary quality and style.</p> <p>The deep citrus nose of Sacred Hill's Sauvignon Blanc is classic for the grape in New Zealand, but not typical of its U.S. counterpart. This intensely aromatic wine depicts the truest expression of Marlborough's terroir.</p> <p>Pinot Noirs from New Zealand typically have robust fruit flavors complemented by rich earthy tones, and Sacred Hill's version is no exception. Central Otago Pinot Noirs have earned numerous international awards.</p>
<p><b>Section 5. CONCLUSION</b></p> <p>brothers-David and Mac Mason.jpg Sacred_Hill_Sign.tif</p> <p>Trying to obtain Dartmoor Valley shots Monday DIAGEOLOGO-hiRes.tif</p>	<p><b>Section 5. CONCLUSION</b> (25 seconds)</p> <p>From a small enterprise producing a mere 350 cases at its inception, Sacred Hill has grown to international stardom, with tourists flocking to taste the wines of Sacred Hill and enjoy breathtaking views over Dartmoor</p>

Groove: idea for images here?

[premiumWines-dreamstime-2430051.jpg](#)

[Sacred Hill\\_369.tif](#)

[WineryNight.tif](#)

[premiumWines-dreamstime-236485.jpg](#)

[HellsGate3.tif](#)

[Puketapu.tif](#)

[HellsGate1.tif](#)

[greenThumb-dreamstime-3461765.jpg](#)

Valley. In 2008, Diageo Chateau & Estate Wines became the exclusive importer of Sacred Hill wines into the United States, allowing us to bring ultra-premium wines from this fast-growing import wine category. Sacred Hill is devoted to producing distinctive, super-premium, award-winning wines with grapes sourced from New Zealand's most renowned growing regions, while maintaining their commitment to quality and sustainable farming practices to preserve the environment.