

GREYWACKE

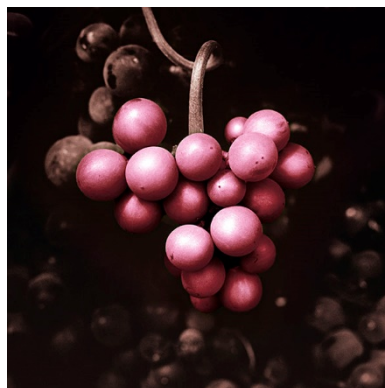
OUR STORY

Greywacke (pronounced Greywacky) is the Marlborough label of the Judd family and the name of New Zealand's most abundant bedrock. These understated grey river stones are found throughout Marlborough's rivers and alluvial vineyard soils. Established in 2009, Greywacke is truly a family affair and while the company now exports its wines all over the world, the ethos is very much 'keep it simple and hands-on' with a small, dedicated team running the company from Greywacke HQ in the heart of Marlborough's Omaka Valley. The fruit is sourced from mature vineyards in prime viticultural sites to optimise the potential afforded by Marlborough's sunny South Pacific climate.

All vineyards are sustainably managed with substantial and increasing proportions coming from organically farmed sites. Crop levels are restricted to enhance concentration of flavour and a long, cool growing season produces fruit with incredible varietal intensity and bright, natural acidity. Meticulous canopy management regimes are employed to provide sufficient fruit exposure to deliver ripeness of flavour, textural richness and optimum acid balance. Greywacke is accredited with AMW status (Appellation Marlborough Wine), ensuring provenance, authenticity and integrity.

Each variety is grown and vinified using techniques aimed at achieving very specific wine styles, with a common objective of delivering concentration of flavour and a harmonious balance of texture and acidity. Minimal-intervention winemaking is adopted to create wines with personality and individuality, aiming for subtle, ripe, delicious-drinking styles. Wild (indigenous) yeast fermentations are used extensively to incorporate savouriness to the flavour profile and build on the structure and intensity of mouthfeel.

The Greywacke range is primarily based on two varieties, sauvignon blanc and pinot noir; the sauvignon being produced in two distinctly different styles. Limited releases of chardonnay, riesling and pinot gris complement the line-up. Kevin's signature vineyard photographs provide the distinctive identity of the Greywacke labels.



GREYWACKE

KEVIN JUDD

Kevin Judd is one of Marlborough's pioneer winemakers whose career is intrinsically linked with the global profile of New Zealand wine. Kevin was born in England and grew up in Australia, where he studied winemaking at Roseworthy College and first made wine at Reynella in South Australia.

He moved to New Zealand in 1983 and joined Selaks Wines. Subsequently, he became the founding winemaker at Cloudy Bay, a pivotal role during which he directed the company's first 25 vintages. In 2009, he established Greywacke, his own family wine company, named after New Zealand's prolific bedrock.

Alongside winemaking, Kevin has developed a parallel career in photography. For over two decades, his evocative images have appeared in countless publications worldwide. His first book was the *The Colour of Wine*, a photographic essay on the vineyards of Marlborough. His second book, *The Landscape of New Zealand Wine*, was published in 2009 to considerable acclaim.

Kevin and Kimberley live in the Omaka Valley overlooking Marlborough's picturesque vineyards, the inspiration for both his passions.



GREYWACKE

RICHELLE TYNEY

Born and raised in Nelson, Richelle's family belong to a confederation of iwi that have centuries-old connections to the land of Te Taihū (Māori: top of the South Island). This confederation has a long-standing history in agriculture and fishing, and more recently in winemaking and viticulture, a tradition Richelle is proud to continue.

Richelle studied exercise science in Christchurch and then headed off to Switzerland on a quintessentially Kiwi O.E. (overseas experience). While working and travelling in Europe, Richelle developed a love for wine and upon returning home, she enrolled at Lincoln University to study winemaking.

After graduating from Lincoln, Richelle jumped the ditch to work an Aussie harvest at St Hallett in the Barossa Valley, but the pull of Aotearoa lured her back to Marlborough, where she joined Spy Valley and was soon responsible for their pinot noir and chardonnay production.

Richelle joined the Greywacke team in May 2021, where she manages the winemaking programme, as well as travelling to the markets to conduct tastings and spread the word on all things Greywacke. Richelle firmly believes in minimal intervention winemaking and that wine should express its turangawaewae (Māori: a place to stand). Her special vinous passion is pinot noir and the hillside terroir of Marlborough's Southern Valleys holds a very special place in her heart.

When Richelle is not nurturing her ferments, you might find her in the studio throwing pots, gardening or cooking up a storm with her husband David.



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ALEX JUDD

Born in Marlborough, Alex was raised among the vineyards of Rapaura, totally surrounded by a world of viticulture and winemaking. From an early age, Alex had a love of food and beverage and from his high school years he worked part-time cooking in kitchens and at events, steadily advancing his knowledge and developing a deep passion for food, wine and all things hospitality. Alex moved to Wellington to study commerce in 2011 and quickly became immersed in the New Zealand specialist coffee scene, honing his craft over 5 years as a barista at Memphis Belle, one of New Zealand's most iconic cafes.

In 2016, Alex headed back in the direction of wine, joining the team at Noble Rot Wine Bar and working under the tutelage of sommeliers Maciej Zimny and Joshua Pointon, learning and defining his palate through in-house sommelier programmes and WSET. Furthering his experience in the wine world, Alex then moved to wine sales, joining Great Little Vineyards as account manager for the Lower North and Upper South islands.

Alex returned home to Marlborough in 2019 and plunged himself into the production side of the industry, joining the Greywacke winemaking team and embarking on a journey to discover the intricacies of the Marlborough terroir. Alex has a love of textural white wines, in particular chardonnay, and enjoys delving into the vagaries of wild yeast fermentation and the complexities that can be achieved with various barrel ageing regimes.

When he has kicked off the gumboots, Alex can be found playing cricket, riding dirt bikes or hangin' out with his best friend Beth and lika his black German Shepherd.



GREYWACKE

BEN LEONARD

Born in the heart of Marlborough's grape growing region, Ben Leonard was destined for a career in wine. Joining the Greywacke team was almost as inevitable, since he grew up next door to the Judds, who were family friends.

Like many health practitioners in Marlborough, Ben's parents David and Maree had been intrigued by the world of winemaking. They purchased a block of land in Rapaura in the late-80s, where they established Valhalla Vineyard and built a house in which to raise their young family. The neighbouring vineyard was named Greywacke, home to Kevin, Kimberley and their two young sons.

Ben remembers first visiting a winery during harvest at the age of five and being enlisted to assist with the family vineyard during many school holidays. In 2001, Ben headed to Canterbury University, where he completed a Bachelor of Commerce (Marketing) & Bachelor of Science (Psychology). The combination of his new-learned theory and intuitive grass-roots vineyard background set him in good stead to embark on a career in the wine business.

Prior to joining Greywacke, Ben spent 13 years working in marketing and sales across numerous brands, building his knowledge of the wine and spirits industry from a global perspective. Most recently, Ben was involved in managing business development across the Asia Pacific region for Moët Hennessy Wine Estates.

Ben's role with Greywacke incorporates managing the sales and commercial side of its now extensive global distribution network. Undoubtedly this position will see him out in the markets flying the Greywacke flag, but there's also a pair of gumboots sitting in the corner of the office for when harvest starts.

When he has shut down the laptop, you'll find Ben hanging out with his wife Hannah and Lola their GSP Lab, relaxing near the water or seeking out a new craft beer.



GREYWACKE

THE NAME

New Zealand does not have a designated national rock, but if one was ever chosen, it would have to be greywacke. This drab grey stone is found everywhere in New Zealand – on the mountains, in the rivers, on the beaches. It consists of layers of hard, muddy grey sandstone alternating with thinner layers of darker mudstone (argillite). Technically, the term greywacke refers to the sandstone (wacke is a German name for a type of sandstone), but it is also used as a general term for the entire rock.

Greywacke (Grauwacke) was first used in the 18th century to describe rocks in the Harz Mountains of Germany. Ernest Dieffenbach, a German scientist who travelled widely in New Zealand between 1839 and 1841, was the first person to use it for local rocks. English geologists regarded greywacke as an uncouth foreign term, but it was adopted in Scotland. Archibald Geikie's *Text-book of Geology*, published in 1903, gave descriptions of greywacke, and helped persuade New Zealanders that it was an appropriate term for their most widespread rock. In the 1960s, some geologists argued that the term greywacke was vague and imprecise. A subcommittee of the Geological Society recommended that it be dropped, but this was widely ignored. The term is possibly used more widely in New Zealand than anywhere else in the world.

Source: Te Ara, Encyclopedia of New Zealand

