



Wine of New Zealand

Deep Down Wines
Marlborough, New Zealand

Deep
Down™

A Collaboration of Art and Conscience



We are Deep Down Wines, a boutique Marlborough wine company and collaboration of two New Zealand families.

Founded by Clive Dougall, who was Winemaker at Seresin Estate for 12 years, and Peter Lorimer, who promoted boutique New Zealand brands around the globe with his company the New Zealand Wine Portfolio, Deep Down is about honest wines forged with intuition and heart.

Our wines are small batch, low intervention, delicious and approachable, produced from land farmed with care, vineyards managed with respect, and a team dedicated to honest wine from an incredible region.

Clive and Peter met at an opportune time – they were both looking to start a new project to celebrate distinct and delicious wines within an ethical and transparent business model.

It was a collaboration of art and conscience, based on a mutual love of organics, complex and balanced low-intervention wines, and affection for the ocean and a life well lived.

Their outlook, ambitions and skillsets blended perfectly to form Deep Down Wines, focused on delicious and thought-provoking wines that cut through in a world of noise.

Deep Down is about trusting your gut feeling and intuition, and the name reflects the duo's decision to do just that – to do what they believe in, knowing that working organically and ethically is the only way forward.

Deep Down also speaks of geographical roots, deep down in the unique soils of a region known for its terroir, in a country known for its purity.



Changing Landscape



Our wines celebrate Marlborough's diverse landscapes by working with three families on the following farms:

Chardonnay

Andrew and Jan Johns
The Wrekin

Arneis

Franzi Grab and
Lex Thompson
Tua Marina Vineyards

Pinot Noir &

Sauvignon Blanc
Sutherland family
Ashmore Vineyards

"We feel blessed to be working with people who share our philosophies and farm in tune with nature," says Clive. He is working closely with each family in the vineyard and helping some with the transition to biodynamic farming.

"When I first became involved in organics and biodynamics 14 years ago, it was considered left-field and alternative, but the world has come a long way. Now, more and more people realise that to make exceptional wine we have give back to our vines and soils. Wines of integrity come from great land, and that takes plenty of work, plenty of compost and plenty of biodiversity."

In the mid-term, Peter and Clive aspire to have their own Deep Down vineyards, but the current model offers flexibility to change and scale, exploring new frontiers, "like co-creators and curators of this fast changing region", says Peter.



Let's Be Honest



Clive has spent 14 years producing distinct yet classic wines full of personality, each with the signature of the land and season it springs from. Deep Down Wines display the same detail and balance, borne of experience, understanding and intuition, with 'hands-off' winemaking that protects the expression of the fruit, rather than obscuring it with additions.

Most of Clive's winemaking journey has been spent discovering the boundaries of what's possible when trying to remove some, or all, additions to wine, while ensuring premium quality, drinkability and 'deliciousness'.

Deep Down's wines are all fermented naturally by the vineyard yeasts that live on the grapes, which promote the true character of the vineyard, while delivering increased depth, complexity and texture to the wines.

The Sauvignon Blanc, Arneis and Chardonnay receive only minimal sulphur during their production, and the Pinot Noir is 100% grape juice, with no additions whatsoever.

This decision to focus on transparency has not been taken lightly. In a world where people are making increasingly educated, ethical and environmentally minded purchase decisions, Clive and Peter are surprised and concerned by how little awareness there is about the number and type of additives used in mainstream wines.

Apart from alcohol content, the labelling requirements are very relaxed compared to food, leaving consumers in the dark about what they are consuming. "Many people hold an old fashioned and romantic perception of wine, with scant knowledge of the bulk industry and use of additives," says Clive.

"There's no reason why winemaking can't be as pure and honest as people already assume it is, which is why Deep Down Wines exists."



Our Wines

deepdownwines.co.nz

Marlborough, New Zealand

Deep Down Wines



**Marlborough
Arneis
2019**



**Marlborough
Pinot Noir
2019**



**Marlborough
Sauvignon Blanc
2019**



**Marlborough
Chardonnay
2019**



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