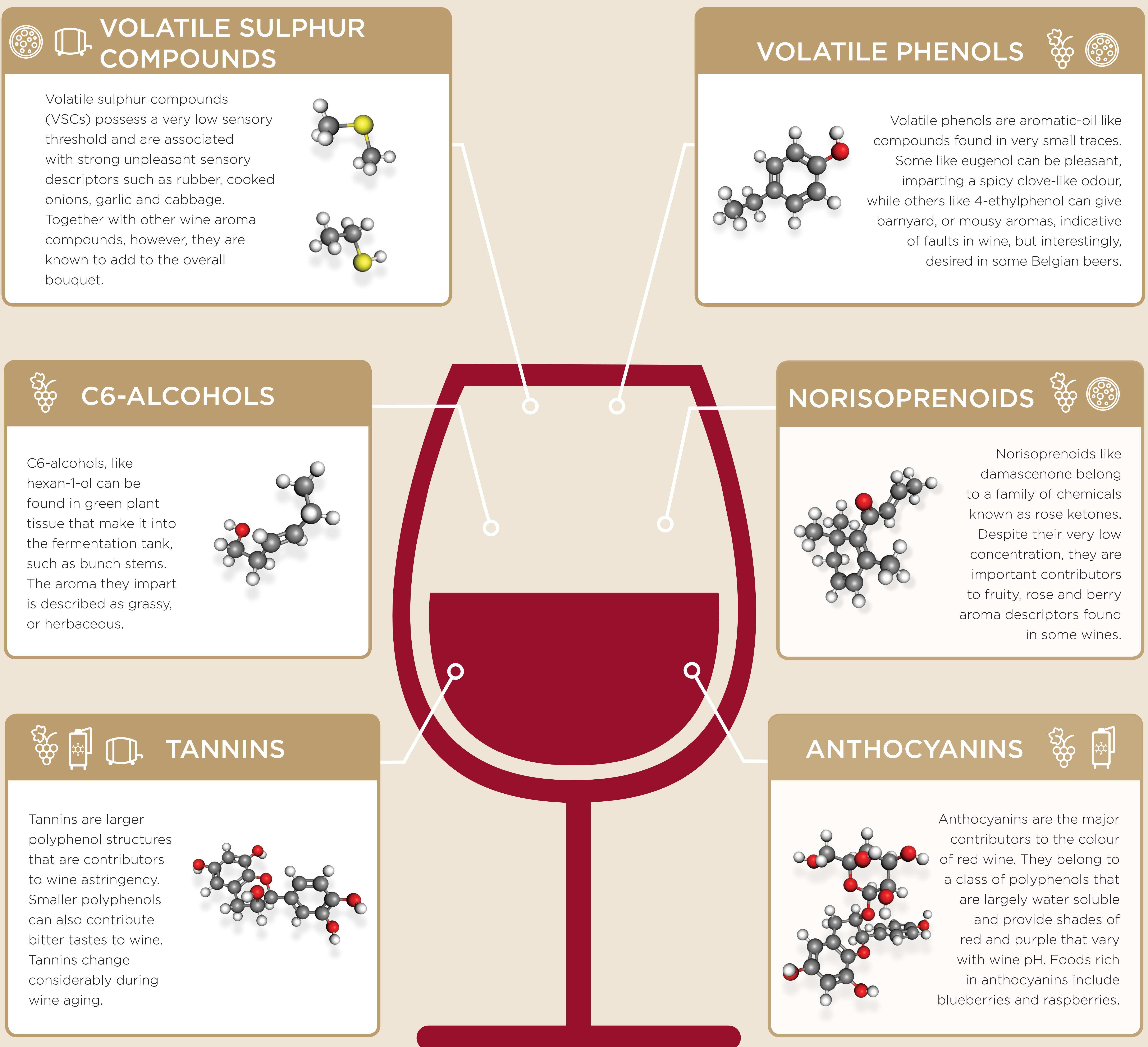


# Pinot Noir - the Chemistry

**Pinot Noir** is the largest red wine variety produced in New Zealand and each wine region has its own unique flavour signatures. These reflect the stories of terroir, ingenuity, legacy and people, which all come together to create these diverse wines.

As Pinot Noir ages, it develops distinct aromas and flavours that contribute to its complexity. In all, over **40,000 distinct compounds** have been detected to make up Pinot Noir's chemical matrix, and it is believed many more are yet to be found. While our knowledge of chemistry may never explain the full complexity of Pinot Noir, there are a few important classes of compounds we know about.



## LEGEND

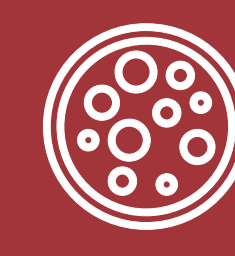
Compounds are expressed in different stages of the winemaking process:



PREPARATION



COLD MACERATION



FERMENTATION & POST-FERMENTATION MACERATION



MALOLACTIC FERMENTATION AND AGING



BOTTLING