

Marisco Vineyards wins NZ Wine Producer of the Year in

Press Release 23rd September 2013

Marisco Vineyards has been named New Zealand Wine Producer of the Year at the China Wine and Spirits Awards. The company's wines also won four double-gold, six gold and two silver medals in the prestigious annual competition, continuing their golden run in the rapidly growing Chinese wine market.

The trophy and medal haul will consolidate The King's Series and The Ned's position as market-leading New Zealand wine brands in China. Chief Winemaker and Proprietor Brent Marris commented; 'The Chinese market is very complex. One of the main challenges is that it is culturally very status driven, so old world wines have tended to dominate. However, awards like this endow enormous status on our brands, new world wines generally and New Zealand wines specifically, and this win will build our brand profile, help increase distribution and cement our foothold in the Chinese market'.

Marisco Vineyards has distributed its wines in China since June 2011 under a national distribution agreement with Tianjin Dynasty International Wine Co.; China's leading premium wine producer.

On Marisco's entry in to the Chinese market, Marris commented; 'when we moved into China we spent a lot of time understanding the market and establishing a distribution arrangement that would give us the best chance of success. Ongoing success has demanded that we continue to invest in China and keep responding to the unique needs. This means spending plenty of time on the ground there; demonstrating that we respect their business; and helping to educate Chinese consumers about New Zealand wine.'

The China Wine Awards are the only awards in the world judged specifically for the China market and are entirely focused on consumer preferences and demand.

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Notes to Editors: in addition to winning the trophy for New Zealand Wine Producer of the Year, the medal results from the show for Marisco Vineyards wines are:

King's Series, The Kings Bastard 2011 – Double Gold*
King's Series, The Kings Bastard 2012 – Double Gold *
The Ned, Noble Sauvignon Blanc 2011 – Double Gold *
The Ned, Pinot Noir 2012 – Double Gold *
King's Series, A Sticky End 2011 – Gold
King's Series, The Kings Wrath 2012 – Gold
The Ned, Noble Sauvignon Blanc 2012 – Gold
The Ned, Sauvignon Blanc 2013 – Gold
King's Series, The Kings Favour 2012 – Gold
King's Series, The Kings Thorn 2012 – Gold
King's Series, A Sticky End 2012 – Silver
The Ned, Pinot Gris 2013 – Silver

** Double Gold is the highest award in the show and means that the wine has been awarded more than 85 points by the judges*