



For immediate release
18 November 2016

Kono Beverages and Bouchon Wines and Spirits Announce Queensland Partnership

Kono Beverages of New Zealand and Bouchon Wines and Spirits of Australia are pleased to announce a distribution partnership with immediate effect. Bouchon will exclusively promote the Tohu and Aronui brands in the State of Queensland.

Bouchon will be adding eight Kono wines to their portfolio. These eight wines are made by Kono Chief Winemaker, Bruce Taylor, at their Awatere Valley Winery in Marlborough, New Zealand. The wines are made from premium fruit grown on ancestral lands in Marlborough and Nelson.

The Bouchon range is predominantly Single Vineyard wines from the acclaimed Tohu vineyard in the Upper Awatere, Marlborough. This area is world renowned for producing quality Sauvignon Blanc. The Tohu Sauvignon Blanc recently received the Grower's Trophy for Sauvignon Blanc at the Bragato Wine Awards for the second time.

Other wines in the Bouchon range are made from fruit grown at the 'Whenua Matua' vineyard in Nelson, including the Aronui Pinot Noir and the Aronui Albariño. The Pinot Noir was recently rewarded a gold medal by Decanter World Wine Awards. The Albariño was recently awarded a trophy at the Australian Alternative Varieties Wine Show. Both the Tohu and Aronui Wines ranges are well awarded at the Sydney International Wine Competition too.

Rory Smith, owner of Bouchon, commented, "The team at Bouchon Wines and Spirits is delighted to announce the inclusion of Tohu and Aronui Wines into the portfolio. We are very excited about these wines. They represent both great value and a 'modern classic' style of winemaking. With some unusual grape varieties like Grüner Veltliner and Albariño plus traditional varieties like Pinot Noir, Chardonnay and Sauvignon Blanc. It's a pleasure to be working with New Zealand's first Māori owned wine company."

Adam Cording, Australian Market Manager for Kono Beverages said, "We are very happy to have our Tohu and Aronui brands in such capable hands, with Bouchon helping us to tell the unique story of our Kaitiakitanga (guardianship and protection of the land). Bouchon Wines and Spirits is a dynamic business. Being proudly Queensland owned and operated is a perfect fit for our business' values. We look forward to working alongside Bouchon Wines and Spirits as we promote our award winning wines in the Queensland market"

The wines will be available in on-premise and retail channels.

Tohu and Aronui Wines are also available in NSW through Walker Wines and in Victoria through Put a Cork In It.

Kono Beverages is part of Kono NZ, a Māori owned business at the top of the South Island producing gourmet produce from the land and sea. A kono is a basket woven out of harakeke (New Zealand flax) and was traditionally used by Māori to serve food in. Using the word 'kono' represents our desire to provide New Zealand food and beverages to the world whilst being guided by our Māori values of: Manaakitanga (Hospitality), Kaitiakitanga (Guardianship), Rangatiratanga (Integrity), and Whanaungatanga (Relationships).

Employing 500 staff, farming over 530 hectares of land and sea, and exporting to over 25 countries, we harvest, produce, and market the very best seafood, wine, cider, apples, pears, kiwifruit, hops, and natural fruit bars, using sustainable methods to conserve and our lands for future generations.

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PHOTOS

1. Dropbox link for vineyard photo:

https://www.dropbox.com/s/d368mayljrthlu4/MG_5479.jpg?dl=0

2. Dropbox link for the Kono winemaking team:

https://www.dropbox.com/s/7q9dbxe9dkatstq/MG_7779-2-3.jpg?dl=0

3. Dropbox link for the Aronui Wines vineyard team:

https://www.dropbox.com/s/kgmem85jvtduwrs/IMG_4274-2.jpg?dl=0

4. Dropbox link for the Bouchon team:

<https://www.dropbox.com/s/pkjuxav9peh8tyn/Bouchon%20team%2018.11.16.jpg?dl=0>

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