



Graham Norton: Invivo's newest winemaker

INNOVATIVE New Zealand wine brand, Invivo Wine, has partnered with talk show king Graham Norton to create the second Graham Norton Sauvignon Blanc, which will be available in Australia this month.

In 2014, Norton rolled his trouser legs up and personally stomped a barrel of New Zealand grapes on his popular TV show to help create his own limited edition Sauvignon Blanc with the Kiwi winery.

The sell-out success and rave reviews for the 2014 vintage from leading wine critics has Norton's 2015 personal blend tipped to be another in-demand wine.

Invivo founders Rob Cameron and Tim Lightbourne are known for their business acumen, founding the business in 2008, and were named on Deloitte's Fast 50 List in 2012.

Earlier this year Invivo raised \$2 million through crowd funding to fuel further growth, and were the very first New Zealand company to do so.

It is with the same approach Invivo collaborated with Norton, who is a shareholder in the winery, and will continue to release his blend ongoing.

"Graham is a huge Invivo fan and our dealings with him have shown us he really knows wine. So this year we thought we would put him in the driver's seat," Cameron said.

The entire Invivo wine blending setup was flown from Marlborough to London so Norton could blend his own wine from scratch, with expert guidance by Cameron, who is also Invivo's chief winemaker.

In a long winemaking session, Norton added his 'Norton Hemisphere' magic to Invivo's Southern Hemisphere Sauvignon Blanc grapes with the final blend featuring Sauvignon Blanc



Celebrity TV host Graham Norton tasting his own newly created wine with Invivo co-founders Rob Cameron and Tim Lightbourne.

from three of Invivo's Marlborough growers.

"We'd never tried anything like this before," Cameron said. "As well as all the blending and tasting glassware, we had to transport six distinctive samples of Sauvignon Blanc from our six different Marlborough growers and get them there in perfect condition for the blending... what a mission!"

For Invivo co-founder Tim Lightbourne, the process has been a great fit with the Invivo brand.

"We're not a big corporate that tries to hide behind advertising or endorsements, we're authentic and we love that Graham wanted to get personally involved to this degree. He's come up with a bloody good drop!"