

Kane's Beverage News Daily

Crowdfunded, Super Growth New Zealand Startup Invivo Launching in U.S., Signs Kroger

Posted on [April 24, 2017](#) by [Donna Whitaker](#)

Invivo Wines, now one of the world's fastest growing wine brands, growing to 1.5 million bottles in 2017 from just 12,000 bottles in 2014, partnered with **Seaview Imports** to launch **Invivo Sauvignon Blanc**, **Invivo Pinot Noir** and a collaboration with UK's most popular talkshow host **Graham Norton's Special Edition Sauvignon Blanc** in the U.S.

Since the U.S. launch, Invivo has been picked up by a leading wine retailer, **Kroger**.

When Invivo launched in 2008 "with very little funds, no banks would go near us," says **Tim Lightbourne**, cofounder. "Our recent campaign emphasizing our wine is made from grapes, time and two maxed out credit cards is truly how it all started!"

He adds "With a non-traditional approach our consumers seem to love, we recently carried out the most successful wine equity crowdfunding campaign in the Southern Hemisphere securing hundreds of investors. Our unique collaboration and winemaking videos with the UK's leading talk show host Graham Norton, who is also a proud shareholder has hit headlines around the world"

The U.S. is now the No. 1 market for New Zealand wine. The country currently exports \$307 million USD to the United States.

"Seaview is very excited to capture this "tiger by the tail." Invivo's meteoric rise to success in New Zealand, Australia and the United Kingdom will assuredly be duplicated here in the United States. The quality, the packaging and unparalleled value that Invivo delivers combines for a winning formula for success," said **James Galtieri**, President/CEO, Seaview Imports.

Invivo Wines is the brainchild of New Zealand natives and childhood school friends, Tim Lightbourne and **Rob Cameron** (Invivo's winemaker). Invivo was named in Deloitte's fast 50 growing companies and currently sells in 17 countries. Invivo is approaching production this year of 2 million bottles annually.

Link: <http://www.bevnewsonline.com/crowdfunded-super-growth-new-zealand-startup-invivo-launching-in-u-s-signs-kroger/>