

## **Invivo Wines launches in US market**

By Shay Waterworth

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**New Zealand-based winery, Invivo Wines will now offer its three most popular wines in the US market.**

Invivo has partnered with nationwide US distributor, Seaview Imports to infiltrate its new market and since the launch in the US, Invivo has begun working with wine retailer, Kroger who will also be introducing Invivo to its customers.

Tim Lightbourne, cofounder at Invivo, said: “The US is a key market for Invivo and we’re looking forward to showing the best thing to come out of New Zealand since the 26<sup>th</sup> episode of Lord of the Rings trilogy.”

Seaview has launched Invivo Sauvignon Blanc, Invivo Pinot Noir and begun a collaboration with UK talkshow host Graham Norton’s Sauvignon Blanc – now one of the world’s fastest growing wine brands from just 12,000 bottles in 2014, to 1.5m bottles in 2017.

Lightbourne added: “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 US is now the number one market for New Zealand wine with exports equaling \$307m.

**Link:**[http://m.drinksint.com/news/fullstory.php/aid/7083/Invivo\\_Wines\\_launches\\_in\\_US\\_market.html](http://m.drinksint.com/news/fullstory.php/aid/7083/Invivo_Wines_launches_in_US_market.html)