



Invivo heads to USA (and Eurovision...)

INVIVO WINES is now in the US, partnering with nationwide US distributor Seaview Imports to offer three of its most popular wines to American consumers. Seaview has launched Invivo Sauvignon Blanc, Invivo Pinot Noir and the Graham Norton special edition Sauvignon Blanc to the market. Since the US launch, Invivo has been picked up by leading wine retailer, Kroger.

Invivo's launch into the States comes as New Zealand wine exports to the US hit an all-time high, with the market tipped to grow further. "Seaview is very excited to capture this 'tiger by the tail,'" says James Galtieri, President and CEO of Seaview Imports. "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."

Invivo was also in the spotlight in May as the official wine of Eurovision, the live musical event that was viewed by an estimated audience of 200 million.

[Invivo Wines - invivowines.com](http://InvivoWines.com)