

Norton connection opens doors for wine

SUSAN EDMUNDS

New Zealand's Invivo Wines has signed up two big international retailers to sell its Graham Norton's Own Sauvignon Blanc.

The wine launched three years ago and is now available in six countries.

This month Invivo revealed it was selling the wine in Britain's largest retailer, Tesco, and that it would also be available in the US with Kroger, the country's second-largest retailer.

The chat show host is Invivo's chief winemaker.

"We like to do things differently at Invivo, from running the southern hemisphere's most successful wine equity crowdfunding campaign, to our work with Graham,

where we wanted him be more involved than just a name on the label," Invivo founder Tim Lightbourne said.

"For the first vintage, we personally transported Sauvignon Blanc grapes from Marlborough to London to be stomped by the man himself on the set of his show, and last year Graham expertly blended the wine himself in Bantry Ireland for the 2016 vintage; we've always got him involved in the wine making in a fun way."

Tesco wine category buying manager James Davis said: "We are delighted to be adding GN Sauvignon Blanc to our portfolio. We are always looking for interesting wines at an affordable price point that will surprise and delight our customers, and this does just that."



Chat show host Graham Norton is chief winemaker for Invivo Wines.