

New Zealand's Invivo Wines Announces Expansion to United States

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(New York, NY -- April 2017) Invivo Wines (www.invivowines.com), a New Zealand based unique winery will now be offering three of their most sought after wines in the United States. Invivo has partnered with nationwide US distributor, Seaview Imports to bring their wines to the mouths of Americans. Seaview has launched Invivo Sauvignon Blanc, Invivo Pinot Noir and a collaboration with UK's most popular talkshow host Graham Norton's special edition Sauvignon Blanc – now one of the world's fastest growing wine brands from just 12,000 bottles in 2014 to 1.5million bottles in 2017. Since the US launch, Invivo has been picked up by leading wine retailer, Kroger, where they will be introducing Invivo to their customers.

Tim Lightbourne cofounder at Invivo explains "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 26th episode of Lord of the Rings trilogy! Invivo do things a little differently, with very little funds to start our winery in 2008 launching straight into the GFC when no banks would go near us, we've done some hard yards over the years. 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 US is now the number one market for New Zealand wine. The Country currently exports \$307 million USD to the United States. New Zealand wine has demonstrated maximum growth with US consumers. Invivo promises not to be just another label on the shelf.

"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" James Galtieri, President and CEO of Seaview Imports.

Kroger buyer Terry Creaturo states "We are excited to launch Graham Norton's Sauvignon and Invivo in Kroger, we liked the brand back story from Invivo and look forward to our customers trying the wine,"

Invivo Wines is the brainchild of New Zealand natives and childhood school friends, Tim Lightbourne and Rob Cameron (Invivo's winemaker), both passionate about wine, the duo hatched their plan over too many drinks in a pub in 2007 when they discussed opening their own winery. Since the winery's inception in 2008, they have made a name for themselves as New Zealand's fastest-growing winery, with 850% sales growth since 2011. Invivo was named in Deloitte's fast 50 growing companies and they currently sell in 17 countries. Invivo is approaching production this year of 2 million bottles annually.

The boys' ethos is to make wines that are approachable and appeal to both those new to wine and to the connoisseurs, all without the unnecessary complexity often associated with wine itself. Invivo tend to not use classic vineyard shots in their promotions, once using a giant Pinocchio on a billboard stating, "For a complex oak nose try Pinocchio, for a great Pinot Noir try Invivo!" Since launching their first wine, a Marlborough Sauvignon Blanc, in 2008 Invivo has been awarded over 150 medals in wine competition including World's best Sauvignon Blanc trophy and 90+pt ratings from leading publications.

For more information, please visit www.invivowines.com

Link: <https://www.winebusiness.com/newreleases/?go=getArticle&dataId=183429>