

WINE ENTHUSIAST

BEVERAGE INDUSTRY ENTHUSIAST

BY WINE ENTHUSIAST

Published on May 19, 2017

New Zealand's Invivo Wines Launching in U.S.

New Zealand's **Invivo Wines** has partnered with U.S. distributor **Seaview Imports** to bring its wines to the United States.

Retail chain **Kroger** has picked up the line, which will include Invivo Sauvignon Blanc and Invivo Pinot Noir, along with additional Sauvignon Blanc created as a **special collaboration** with British talk-show host Graham Norton. It remains to be seen whether Norton's appeal will translate to U.S. consumers, who are largely unfamiliar with the popular host.

The United States is now the number one market for New Zealand wine, with \$307 million currently exported to American consumers.

Link: <http://www.winemag.com/2017/05/19/mr-mendocino-honored-by-parducci-other-news/>