



## **MAISONS MARQUES ET DOMAINES ANNOUNCES NEW NZ AGENCY** **2nd June 2014**

Maisons Marques et Domaines, the UK subsidiary for Champagne Louis Roederer, has been appointed as the UK agent for a New Zealand, family-owned wine agency today. Rapaura Springs, owned by Spring Creek Vintners based in Marlborough, have been established as a winery since 2005 but have never had a formal UK agent agreement until now. Their Rapaura Springs label will be available to order from MMD this month.

MMD have a decade's worth of experience selling premium NZ wine to top on-trade and independent retailers, and will be looking to establish quality listings with this new winery. MMD Managing Director, Charles King said "We were impressed with Rapaura Springs's price quality ratio and provenance. This new brand offers the very best Marlborough can produce at competitive price points with exclusivity for independent and key HORECA channels - that should be seen as an attractive offer in the UK market currently."

The Rapaura Springs range consists of a standard and reserve style Sauvignon Blanc and Pinot Noir, all from Marlborough. Fruit is accessed from 20 vineyards (four of which are owned by the family), highlighting up to 54 distinct parcels and offering excellent selection and broad, sub-regional, blending options. The Omaka Valley sub-region of Marlborough is a particularly important area for the Rapaura Springs Reserve Pinot Noir with its hillside non-irrigated silt and clay based soil that offer wines of concentration, structure and elegance.

Bob Campbell MW, Kiwi wine guru, consults each vintage and provides guidance on blends. The elegant label design depicts the crystal clear natural spring water that emerges from the ground and flows through the family vineyard.

Spring Creeks Vintners are in fact New Zealand's tenth largest winery in Marlborough and the fifth largest family owned. They have an extensive state of the art wine making facility that can handle 12,000 tonnes for crushing and they were integral to the establishment of grape vine nurseries in the South Island. They are also fully accredited with the Sustainable Wine Growing New Zealand initiative and are an accredited organic facility.

Brendon Neylon, owner of Spring Creek Vintners said "We're very pleased to be working with MMD, a company with a proven track record of selling premium wines, to bring our Rapaura Springs wines to the market. The UK is a key market and we're confident that our range of expressive Marlborough wines will be very successful."

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