

Media Release – 12 April 2011

Ohau goes to China

2010 was a very exciting year for us with not only many awards for our first vintage but we also established markets for our wines throughout the world. The eight new markets included Australia, China, Vietnam, Cambodia, Hong Kong, Malaysia, Singapore and Hungary. An export to Hungary has provided the company with an entry point into the European market and is a relatively new market for New Zealand wine.

China has established itself as one of our core markets. We are excited to announce the first Ohau Wines store is now open in Guangzhou and further stores are planned for Shenzhen and Wuhan. Recently there has been a strong demand for Ohau Gravels Sauvignon Blanc and Pinot Gris. Our Woven Stone Sauvignon Blanc is particularly popular driven predominately by female and younger wine drinkers.

In addition to Asian markets Ohau Vineyards is targeting Macau, Philippines, Japan and Indonesia this year. Read about our “Grape Man” Peter Healy who is actively promoting Ohau Wines in Asia www.ohaugravels.co.nz.

Dave Munro has just recently returned from China with images showcasing the Ohau Wine store in Guangzhou. More of these images can be seen on our Ohau Vineyards facebook page via the FACEBOOK icon link on our home page www.ohaugravels.co.nz.



It's happening right now! We are very excited about the high quality of fruit in the vineyard from the 2011 vintage which has seen excellent growing conditions. On the whole, volumes are up and includes the first crop from new planting at Ohau on the left of State Highway One heading north.

While the first two vintages had wholly been picked by hand, for efficiency a grape picking machine had been hired to pick 50% of the Sauvignon Blanc. The remaining Sauvignon Blanc, Pinot Gris and Pinot Noir will continue to be picked by hand.