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FOR IMMEDIATE RELEASE

VILLA MARIA LAUNCHES EARTHGARDEN, A NEW LINE OF SUSTAINABLE WINES TO THE U.S. MARKET

EarthGarden Sauvignon Blanc and Pinot Noir exclusively imported by Winebow Imports

NEW YORK, NY (September 8, 2021) – Villa Maria, New Zealand’s most awarded winery, brings EarthGarden, an exciting new sustainability-focused wine range, to the U.S. Represented by [Winebow Imports](#), EarthGarden showcases Villa Maria’s historic commitment to sustainable winegrowing practices, and the winery’s vision of converting 100 percent of its company vineyards to organic farming by 2030.

"As one of New Zealand’s first and largest sustainable wine producers, Villa Maria continues to lead the charge with EarthGarden," said Matt Deller MW, Villa Maria’s Chief Global Sales & Marketing Officer. "Now that an increasing number of consumers are looking for sustainable products, we are thrilled to expand our reach in the U.S. with EarthGarden's Sauvignon Blanc and Pinot Noir."

"EarthGarden embodies our holistic view of sustainability, which means healthy soils and vineyard ecosystems, creating healthy vines and wines full of life and flavor—just as nature intended," said Villa Maria Viticulturist Hannah Ternent. "Each year we plant wildflower seeds in the vineyards, which create beautiful, vibrant rows of flowers that attract bees and insects, encouraging a flourishing ecosystem. We are highly motivated to further enhance the health of our soils and environment so we can continue to reap the rewards of vibrant fruit for years to come. EarthGarden perfectly encapsulates these principles and what we are striving to achieve."

A founding member of Sustainable Winegrowing New Zealand in 1997, Villa Maria has played a leading role in sustainability, placing the well-being of the land, people, and the community at the core of its long-term vision. Along with its sustainable farming and vinification processes, Villa Maria applies sustainability principles across every facet of its business. These considerations include sourcing packaging for every single bottle of Villa Maria within 14 miles of the Auckland Estate to reduce carbon emissions and producing all wines in New Zealand-made bottles (made of an average of 69% recycled glass).

"Villa Maria is always looking to the future and resetting the bar in their commitment to responsible stewardship, community, and quality," said Ian Downey, Executive Vice President of Winebow Imports. "With the launch of EarthGarden, we are excited to be a part of this journey toward positive change and bring these wonderful wines to the U.S. market."

Villa Maria EarthGarden Marlborough Sauvignon Blanc 2020 (SRP: \$20)

The Sauvignon Blanc has lifted aromas of citrus fruits, lime and grapefruit that leap from the glass. The flavors on the palate showcase fresh herbs, lemongrass, and passionfruit. The intense fresh fruit concentration is balanced with zesty acidity and is perfectly thirst-quenching.

Villa Maria EarthGarden Marlborough Pinot Noir 2019 (SRP: \$24)

This Pinot Noir expresses black fruits such as boysenberries and blueberries with subtle floral notes and gentle acidity. The cocoa powder tannins and smoky toasty notes add complexity with a generous earthy textural finish.

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About Villa Maria

Villa Maria is a New Zealand success story, founded by Sir George Fistonich in 1961 at 21 years of age and now exporting to over 60 international markets. From simple beginnings in Mangere, Auckland, Villa Maria has expanded significantly to become not only a globally recognized and admired New Zealand wine brand, but also a leader in sustainability.

About Winebow Imports

Winebow Imports has been an industry leader for over 40 years, representing some of the most esteemed properties from both prominent and emerging growing areas around the world. A national importer known for cultivating lasting relationships with extraordinary vintners who are dedicated to their unique regions, Winebow Imports continues to balance its impressive growth with a culture of specialization and excellence. For more information, please visit www.winebow.com/imports.

About Colangelo & Partners

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