

Spring 2010

NEWSLETTER

Australian Edition No. 1



NEVIS BLUFF

GOLD MEDAL WINES MAKE AUSTRALIAN DEBUT WITH SPECIALISED STRATEGY



Welcome to those restaurants who want to have gold medal wines at reasonable prices, and only available on their wine lists.

Nevis Bluff is a 10-year old producer located near Queenstown with a history of delivering top quality Pinot Noir and Pinot Gris. It operates a "restaurant only" strategy and doesn't sell through off-licence premises at all.

A boutique pinot specialist approach, only producing in the best years, and ageing their wines to release when appropriate, Nevis Bluff is a favourite with the NZ upper-scale restaurant set.

Nevis Bluff has also created a different image than your typical wine company. Recognising who

its customer is, a brand promotion around the NBW Little Black Books has been spectacularly successful in the Shaky Isles and should be equally as popular in Australia.

Recently Belinda Roberts, an experienced Sydney-based sales consultant, accepted the role of brand and sales manager for Nevis Bluff, to launch our Sydney beachhead.

This newsletter serves to introduce both Belinda and Nevis Bluff and give you some idea of our philosophy, how we operate and details of our Queenstown Incentive next May.

Until next time,


Graham Wilkinson

THE NEVIS BLUFF TEAM

The two shareholders of Nevis Bluff are Graham Wilkinson of Christchurch, who is also Managing Director, and Merrill and John Holdsworth of Wellington. Both shareholders own vineyards in Gibbston and Cromwell. Graham develops retirement villages throughout New Zealand and John and Merrill are the owners of Datacom, which operates in New Zealand and Australia.

Dean Shaw of Central Otago Wine Company has made our wines for over 10 years. We have a small administration and sales team based in Christchurch - Karen, Laura and Julia. Now we welcome Belinda in Sydney.



belinda@nevisbluff.co.nz

GOLD MEDAL WINES

Did we mention the wine?

The current release available for Sydney restaurants are our multiple award winners - Pinot Noir 2006 and Pinot Gris 2007. Both wines scored gold medals at last year's Sydney International Wine Show with the Pinot Gris picking up a Blue-Gold underlining its suitability for accompaniment with food.

Try them – enjoy international class at Kiwi pricing.



 FIND OUT MORE

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QUEENSTOWN



VOMO : FIJI



QUEENSTOWN WEEKEND

Last year we had a hugely successful weekend gathering for our most loyal restaurant partners. Nevis Bluff sponsored flights, accommodation and a wine tasting dinner that's still talked about.

As part of our commitment to raising brand awareness and supporting our partners, i.e. you and your restaurant, we are hosting another celebration in Queenstown over the weekend of 6/7 May 2011 during the local Autumn Festival.

This weekend involves a package for two including return Sydney/Queenstown flights, two nights in

a lakeview suite at Hotel St Moritz (www.stmoritz.co.nz) and a grand celebration with a wine-matched dinner on Saturday night. We'll do some classy vertical tasting and get an overview of future vintages by winemaker Dean, all of which will get more shambolic as the vintages increase. The rest of the time is yours to enjoy Queenstown as you wish. At the dinner we hope to get your thoughts on what we can do together. You'll also find all about our incentive of a complimentary week's holiday at luxury Vomo Island Fiji! This will be an outstanding junket weekend and not to be missed!!

You will have already worked out that this is a reasonable cost. Today is the right time however to invest in branding and we desire to identify those preferred restaurants to work with on an ongoing basis. We only want a small number but the best restaurants as our partners.

HENCE WE WILL SEND TICKETS FOR TWO TO ANY RESTAURANTS THAT SELL AT LEAST 40 DOZEN NEVIS BLUFF BETWEEN NOW AND 31 MARCH 2011. AT OUR PRICING AND QUALITY LEVEL, THAT SHOULD BE EASY!

The Little Black Books

Our research showed that our customers are professional confident people, partaking of our wine while sharing the experience with others. We felt that they might like something to talk about and to share with fellow drinkers as they engaged in social interaction.

This manifested itself as the Nevis Bluff Wines Little Black Books and the theme has been followed through into our invitation-only BLACKLIST database for those lucky enough to make the grade.

Even Australians may be able to join in due course...



OUR STRATEGY

- Only restaurants: no off-licences bastardising our brand
- Keep the best grapes: sell the rest as juice if we can't be certain
- Pinot specialists: we don't try to make what we don't know about
- When it's ready then release: no cashflow panic – good wine takes time

