



2008 MARLBOROUGH SAUVIGNON BLANC - A NEW TRANS TASMAN PARTNERSHIP

Separated by the Tasman Sea but united by a passion for creating exceptional wines, the De Bortoli and Marris families have come together to write an exciting new chapter in the Marlborough Sauvignon Blanc story.

Marlborough winemaker Brent Marris and leading Australian winemaker Darren De Bortoli today announced a new venture; 3 Tales Marlborough Sauvignon Blanc 2008. It is a project that has been the culmination of many months of planning. Two renowned winemaking families from either side of the Tasman, have combined their impressive winemaking skills to produce a world class Marlborough Sauvignon Blanc.

Brent Marris has been producing Sauvignon Blanc since 1985 and was a university friend of Darren De Bortoli's at Roseworthy College in South Australia. It seems only fitting that when Darren looked to join forces with a Marlborough winemaker little over a year ago, Brent was his obvious choice. "The concept of making a wine and developing a brand through a trans-Tasman partnership has a great story to it. We were looking for someone who aligned with the De Bortoli company values and Brent Marris certainly does that. What Brent is doing with his vineyards in Marlborough is truly exceptional."

Marlborough Sauvignon Blanc as a segment within the Australian market grew over 38% in the last year (to June 2008), with a large number of wineries from New Zealand exporting their brands across the Tasman.

"When Darren approached me back in 2007 about working together on a joint winemaking project, I was really excited at the prospect of two winemaking families, both renowned for their own wine styles and history, coming together to produce a wine brand that would be unique in its story and innovative in its presentation."

3 Tales has emerged as a brand name through the 3 stories that make up the background of the wine – the De Bortoli family story, the Marris family story and finally the story of the two families coming together to produce this unique wine with fruit being sourced from estate vineyards on the slopes of the Wairau Valley to the river flats of the Waihopai Valleys.





Whilst being a joint venture the wine is distinctively New Zealand in its look and feel. The first release of the 3 Tales Marlborough Sauvignon Blanc is from the 2008 vintage.

The Wairau and Waihopai valleys of Marlborough have provided a near perfect environment to encourage the development of 3 Tales intense traditional Marlborough Sauvignon Blanc flavours. It is this intensity of fruit flavour that has become a hallmark of the great wines of Marlborough.

Please visit **3tales.co.nz**

RRP

750ml \$22.99

Availability

Available nationally at all good bottleshops.

Contacts

For further comments please contact Suzanne Ronsmans on 03 9761 4100 or email suzanne_ronsmans@debortoli.com.au. For images go to the Media and Trade section on our website.