

ABOUT THE CHAMPION

What is a champion?

A person who has defeated or surpassed all rivals in a competition, or in this case, a horse.

A champion racehorse is a marvel of nature – a proud, formidable beast. From afar, he is an elegant and statuesque creature, in tune with the world around him. But in the heat of the race, he flexes his unmitigated power, trained by his jockey to overcome all rivals – to be the winner at all costs.

The Champion Sauvignon Blanc from Marlborough, New Zealand, embodies that victor's spirit. Produced on the South Island in the iconic Marlborough growing region, the wine pays tribute to the many championship thoroughbred horses this small island has brought to the world of racing. The Champion's freshness and streamlined acidity harkens to the same intensity those champion racehorses bring to the course.

With bursts of tropical grapefruit, bright pineapple and mineral freshness, the wine symbolizes the harmony that exists between man and nature. Just as the jockey wrestles with his steed for hours until he is race-ready, the Champion's winemaking team must expertly train their Sauvignon Blanc vines to produce the perfect grapes in the unique maritime climate of the South Island.

Grown in the rich alluvial Wairau plains in Marlborough, the stony, free-draining soils provide the ideal canvas for Sauvignon Blanc. Farmers for The Champion train the vines to produce smaller canopies, allowing for more direct sunlight exposure to the grape clusters. Cool ocean breezes help keep the vineyards dry and allow the berries to retain their signature acidity. This results in the wine's zesty character and the tart, juicy citrus flavors that dominate the nose and the palate. Produced in a reductive style free from oxidation, the wine is kept at cool temperatures once pressed and ferments in 100% stainless steel barrels with added yeasts to enhance production. The resulting wine is light, bright, with high acidity – the perfect accompaniment for any occasion.



WHY THE CHAMPION

- New Zealand Sauvignon Blanc is extremely approachable and easy to drink. It serves as an excellent vehicle for countless food and wine pairing opportunities.
 - Traditionally has a light body, low alcohol and high acidity due to cooler climates, with a crisp acidity that can cut through even the richest cheeses and dishes.
- As the U.S. wine industry has lost some of its volume over the last 2 years, New Zealand wines have remained at the top.
 - Export shipments to the U.S. reported a **13% gain in 2022**, being their 11th consecutive annual increase.
- U.S. consumers are increasingly opting for old-world wines, specifically of regions including Italy (+0.5pp), **New Zealand (+0.3pp)** and France (+0.2pp).



TECH NOTES



As a tribute to the many champion racehorses born and bred in New Zealand, **The Champion** reflects the top New Zealand Sauvignon Blanc. Marlborough, the region best known for this dynamic varietal, is the home of The Champion and the center of production for this zesty and fresh style.

Grown in the rich alluvial Wairau plains in Marlborough, the stony, free-draining soils provide the ideal growth for this specific grape as it allows less overall vine growth and therefore results in smaller canopies in the vines. Smaller canopies equal more sunlight, resulting in a wine with intense tropical flavors versus its leaner and "greener" counterparts grown in even cooler climates and more heavily shaded. Produced in a reductive style free from oxidation, the wine is kept at cool temperatures once pressed and ferments in 100% stainless steel barrels with added yeasts to enhance production. The resulting wine is light, bright, with high acidity – the perfect accompaniment for any occasion.

New Zealand Sauvignon Blanc is extremely approachable and easy to drink because of its light body, low alcohol and high acidity due to a cooler climate. It is an excellent vehicle for countless food and wine pairing opportunities. The crisp acidity of this varietal can cut through even the richest sauces and dishes, with a herbaceous finish that lingers on the palate.



Grapes: Sauvignon Blanc

Alcohol: 13%

Profile: Rich in aromas of tropical fruits and citrus, notes of green apple and herbaceous lemongrass with bright acidity.

Pairings: Cheeses such as feta or goats' cheese and herb-driven flavors such as Thai or Vietnamese cuisine.

