

Press Release

The Whitehaven LegaSea Partnership

24 November 2017

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Fish and wine. Maybe the wine wouldn't be as tasty at the table without the fish, or the fish without the wine, but one thing is for sure; why would we wish to lose one or the other?

Established in 2012 LegaSea is a public outreach initiative of the New Zealand Sport Fishing Council, tasked with increasing public awareness about the sustainable management of fisheries for future generations.

Whitehaven, a Marlborough winery, is an accredited sustainable winery and sustainability is an integral part of the company's ethos. To this end, Whitehaven supports and encourages numerous sustainability efforts both in its winery and vineyards through to sponsoring events or organisations that facilitate sustainable outcomes.

The two organisations have come together to form a Gold partnership which was launched at a LegaSea fundraising dinner in Auckland last night (23 November).

Whitehaven will donate to LegaSea a percentage of every case of Whitehaven wine sold via the LegaSea channel along with proceeds from a LegaSea branded wine label named 'Kōparepare' (meaning a gift or contribution).

By supporting LegaSea Whitehaven is undertaking a role in advocating sustainability in the recreational fishing arena, and helping to ensure fish can be brought to the table for generations to come.

There is a harmony in the partnership between LegaSea and Whitehaven. And, Whitehaven supports LegaSea as their trusted partner to look after the challenge of restored abundance in our coastal fisheries.

Now we'll toast to that.

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For more information:

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Notes:

1. 'Kōparepare' is a Maori noun for a gift or contribution. Used in the context of LegaSea; each bottle of 'Kōparepare' sold contributes toward the health of the fisheries for future generations, and by supporting this cause the consumer is also helping to make their own contribution toward the cause.
2. For more information about LegaSea please visit www.legasea.co.nz
3. To achieve sustainability in its winemaking Whitehaven does the following:

In the winery:

- All marc (grape skins from pressing) are used for stock food.
- The majority of our heat is free; as tank refrigerants cool they generate energy which we capture and, using a heat exchanger, allows us to heat water up to 80 degrees Celsius. We can use this warm water in the winery, office and to warm tanks as required.
- All hoses are fitted with high pressure/low volume nozzles.
- Winery waste is treated and irrigated onto a woodlot adjacent to the winery. We can use this wood lot for sheep grazing.
- Insulation is used in the cellar and tanks to reduce energy used/lost.
- All glass, plastic, cardboard is recycled.
- Areas surrounding the winery are planted in exotic and native plantings, which soften the visual impact of the winery as well as providing a habitat for native birds.
- Rainwater is collected and used to water the gardens surrounding the winery.

In the Vineyard:

- Sheep are introduced each season to assist with keeping grass and weeds low
- Sheep fertilise as they go.
- Sheep add organic matter to the vineyards.

Encl. images:

1. The Kōparepare bottleshot caption to read "The Kōparepare range includes a Sauvignon Blanc, Pinot Noir Rosé and Pinot Noir. All wines are made from 100% Marlborough fruit by Whitehaven Wines.
2. Sheep grazing in Whitehaven's Narrows Vineyard, Marlborough.