

Brand Presentation



HAY-MAKER

New Zealand Crafted Wine





Value Proposition

Affordable wine that over-delivers:

- Dependable, fresh, full flavored wine
- Reliable, no risk choice for consumers
- Everyday enjoyment at a low price
- Sourced from sustainable vineyards
- Our vineyards are selected for their fresh varietal flavors specific to the region – e.g. Marlborough Sauvignon Blanc
- Award winning Accolade Wines New Zealand winemaking team



New Zealand's best wine growing regions



New Zealand's stunning South Island produces cool climate wine regions with unique soils and climates producing world class wines.



Hay Maker
Marlborough
Sauvignon Blanc
delivers fruit driven
crisp acidity.

New Zealand Crafted



100% Sustainably Grown

- All wines are grown and produced in accordance with New Zealand Sustainable Wine Growing program:
 - Independently audited programme
 - Grapes and winemaking must be 100% certified
 - The programme covers biodiversity; soil, water and air; energy; chemicals; by products; people; and business practices.
- Packaging is produced sustainably
 - Less ink (one colour design)
 - Recycled cardboard
 - Divider less cartons
 - New light weight 407g bottle - reducing 1.5kg per carton, 84kg lighter per pallet
- The natural-look branding reflects our artisan care



Brand Story



THEY SAY "MAKE HAY WHILE
THE SUN SHINES" ...
WE SAY EVERY MOMENT IS
A HAY MAKER MOMENT.

Hay Maker is sustainably crafted from prime parcels of New Zealand's best grape growing soils.

So find your Hay Maker moment and enjoy on its own, as an aperitif or perfect with food!



Summary

- Striking package
- Natural look and feel
- Exceptional value and quality
- From the experienced Accolade Wines New Zealand team
- Everyday enjoyment at a great price



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