

GENUINE

QUALITY-DRIVEN

WINES OF

TRACEABLE

PROVENANCE



There's no place in the world like Marlborough, and no wine in the world that tastes like ours, especially our Sauvignon Blanc. We believe that it is worth protecting.

Appellation Marlborough Wine was introduced and trademark registered in 2018 to safeguard Marlborough Wine, initially focussed on Sauvignon Blanc, whose purity and flavour intensity has earned it a phenomenal global reputation.

With this global demand, comes the proliferation of players and a range of quality expectations, which can put this hard-earned reputation at risk. AMW has been established to safeguard Marlborough wine and provide assurance to consumers who seek wines of provenance, authenticity and integrity.

For a wine to be AMW certified and carry the brand mark on its label it must adhere to the following criteria:

- Wines must be made from 100% Marlborough grapes, grown in Marlborough vineyards.
- Wines must be bottled in New Zealand.
- Wines must come from grapes grown in vineyards certified by Sustainable Winegrowing New Zealand.
- Wines must be made from grapes cropped at or below set parameters, established according to soil type and vine density variability. If a proposed wine contains any portion exceeding that level, it must be approved by an independent panel of qualified, experienced local producers.

By choosing a wine carrying the AMW brand mark, consumers can be confident it is a wine of authenticity, integrity and provenance, as every part of the production process, from grape to glass, occurs under New Zealand regulations.

Wines are made from 100% Marlborough grapes, grown sustainably from Marlborough vineyards and bottled in New Zealand. No exceptions.

Website appellationmarlboroughwine.co.nz
Instagram [@appellationmarlboroughwine](https://www.instagram.com/appellationmarlboroughwine)
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AMW
APPELLATION
MARLBOROUGH WINE