

Marlborough wine maker Indevin claims UK Champion Trophy

Media release

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New Zealand wine producer Indevin is the toast of the UK after winning its first Champion Trophy at the prestigious International Wine Challenge (IWC) awards in London.

The 2018 Cowrie Bay Sauvignon Blanc took out the IWC Great Value Champion White 2019 at this week's awards dinner with the judges describing the wine as "crowd-pleasing" and one of "five world-class, budget-friendly winning wines".

Indevin's Executive Director Phill Dagger says he was totally blown away when he heard Indevin had won the award.

"It is fantastic to see this wine getting the recognition it deserves. We have strived to make Cowrie Bay truly reflect a classic Marlborough Sauvignon Blanc and this trophy is a huge credit to the team in New Zealand.

"Cowrie Bay has picked up several accolades over the years but the Champion Trophy is the pinnacle. This is a wine we are all very proud of."

Launched in 2010, Cowrie Bay is produced exclusively for Waitrose supermarkets in the UK.

"It's worth noting that four of the five winners at this week's awards are available in UK supermarkets, and that three of the winners are supermarket own-label wines," says Dagger.

Cowrie Bay, a silver medallist at the IWC awards for the past three years, is a classic Marlborough Sauvignon Blanc with aromas of wild gooseberry, basil and lime evident on the bouquet. The palate is fresh and vibrant and blessed with mouth-watering grapefruit capsicum and crunchy apple flavours.

In its 36th year, the International Wine Challenge is accepted as the world's most rigorous, impartial and influential wine competition. The IWC assesses every wine 'blind' and judges each for its faithfulness to style, region and vintage. Each medal-winning wine is tasted on at least three separate occasions by a minimum of 12 different judges including Masters of Wine.

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About Indevin

Indevin is a New Zealand-owned wine producer that creates a range of innovative brands in partnership with global retailers. Our experienced winemaking and vineyard teams enable us to create comprehensive retailer-exclusive wine portfolios. Many of our wine brands are market leaders enjoyed by an increasingly discerning range of wine consumers.

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