

# MANU

## Marlborough ♦ New Zealand

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<b>Winery Principals</b>	A joint venture between Steve Bird (Owner, Steve Bird Vineyard & Winery) and David Duckhorn (Owner, Via Pacifica Selections)
<b>Director of Winemaking</b>	Steve Bird
<b>Wines</b>	Pinot Noir, Sauvignon Blanc & Pinot Gris

### New Zealand

- One of the premiere wine-growing regions of the world.
- The fastest growing segment (45% in 2006) of the US import market.
- Wines command the highest average bottle price of all US imports.
- Image: “Clean and green”, pristine environment.
- Over 70% of wineries utilize sustainable grapegrowing practices.

### Marlborough

- Largest and best-known winegrowing area in NZ (62% of NZ’s total wine production).
- First Marlborough vines planted in 1973 (although evidence of plantings as early as 1870s).
- Abundant sunshine, cool nights and a long growing season help to build and maintain vibrant fruit flavors.
- Free-draining, alluvial loams over gravelly subsoils provide ideal growing conditions.
- Sauvignon Blanc accounts for 65% of plantings.

### Manu

- Steve and Caroline founded the very successful Thornbury Vineyards, which was sold to Villa Maria Wine Group, and now own the small, family run Steve Bird Winery and Vineyards Ltd. They joined friends and wine-industry associates David and Michelle Duckhorn and developed the Manu brand.
- Manu is the Maori name for bird and kite. In the ancient Maori culture, it was believed that birds were the link between heaven and earth. In their efforts to get closer to heaven, the Maori built kites, called Birdman kites, that were human effigies. Steve’s nickname is Birdman and Caroline is Maori, so the connection to the brand is very personal.
- The Manu logo is an interpretation of a ‘Te Manu Tukutuku’, a beautifully crafted Maori ‘Birdman’ kite. This kite represents the hallmarks of Manu wines: craftsmanship, elegance, and the pure nature of New Zealand.
- The winery and vineyards are certified by Sustainable Winegrowing New Zealand.



Winemaker Steve Bird

