



RONGOPAI

SINCE 1932

Quintessential Wines





# The authentic taste of New Zealand

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SINCE 1932





## “Koru”

*(Verb) / Org. Māori / Trans. Loop or Coil*

The fern frond shape of the Koru is a symbol of creation. It connects us to the earth and our sustainable winemaking practices.

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## “Rongopai”

*(Verb) / Org. Māori / Trans. Good Taste or Good Feeling*

That's what we seek to create with every vintage. Good taste, good feeling and a reflection of the vibrant and colourful landscape of New Zealand in which we plant our vines.





# The Brand

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Rongopai's logo proudly displays the Koru, a symbol of creation and growth, representing an unfurling fern frond found in New Zealand's native bush.

Like the uncurling Koru design on our label, perpetually growing yet always curving back towards its source, Rongopai Wines look both forwards and back; to the next vintage of sustainably produced, fresh, and vibrant New Zealand wines, and to the expertise gained over a 90 year history as one of New Zealand's oldest wine brands.





# Rongopai's Unique Heritage

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The roots of the Rongopai wine story are intertwined with the history of New Zealand's wine industry. It is a story of the winemaker's art and pioneering science.

Rongopai started in 1932 in Te Kauwhata, at the home of New Zealand's first viticulture research station.

It was here that the secrets of New Zealand soil were unlocked, and grape varieties that would thrive in the local climate were established.

Since then Rongopai's team of artful winemakers have sought to create "good taste and good feeling", with the pioneering spirit of the original research station infused into their work.

And while the winery operations have since moved elsewhere, the results speak for themselves – the Rongopai name remains one of the most cherished and celebrated in New Zealand wine.



# Te Kotahitanga

## *Our Winemaking Philosophy*

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Our winemaking philosophy is one of *te kotahitanga*, the Māori concept of unity and support in the pursuit of a shared goal.

By bringing together the diverse perspectives, experiences, and knowledge of the Babich family and the Rongopai winemaking team, we're able to produce a range of wines that are an authentic reflection of the diverse soil, climate, and people of New Zealand.

And after almost a century of proud winemaking history, today's wines are as fresh, vibrant, and innovative as they always have been; a stunning reflection of our collective care and love for our craft and a delight to wine lovers around the world.





# Key Selling Points

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- Fruit comes from 100% Sustainability Certified Vineyards managed under a philosophy of Kaitiaki – the Maori concept of guardianship for sky, sea, and land
- 80% of the fruit comes from 14 estate owned vineyards to ensure consistent and optimal fruit quality year after year
- Crafted in 2 x AA BRC certified wineries in Auckland and Marlborough, and bottled at our facility in Auckland
- Winemaking philosophy focused on delivering a highly drinkable, authentic expression of pure New Zealand
- Packaging is clean and modern featuring the famous New Zealand Koru (spiral) as a distinctive and iconic brand asset
- 100% family owned and operated





# UNIQUELY MARLBOROUGH

- It has been said that there are no wines anywhere in the world that tastes quite like the wines of Marlborough
- Marlborough's secret lies in the magical synergy of climate and soil; high sunshine hours, large diurnal variation and moderate temperatures, combined with free-draining, alluvial soils.
- The resulting growing season is one of the longest on earth; ideal for the development of intense, distinctive fruit characteristics, appealing balanced acidity, and intense varietal expression.
- All vineyards are certified sustainable with the bulk of the wine grown in estate owned vineyards.
- The result is a range of wines that reflect an authentic expression of pure New Zealand – intense, fresh, and vibrant - and a must-have for any wine list across all channels.





## Rongopai Marlborough Sauvignon Blanc

### *Description*

The Marlborough Sauvignon Blanc opens with a soft, smoky perfume and a touch of mandarin. The palate evolves with flavors of citrus fruit, melon and a touch of sweet garden herbs. The finely textured, generous palate is balanced with a crisp finish.

### *Key Selling Points*

- Rongopai translates to “good taste” or “good feeling” in Māori; it’s this that we seek to create with every vintage.
- One of Aotearoa New Zealand’s oldest wine brands, established in 1932, and 100% family owned and operated.
- Fruit is sourced from 100% certified sustainable vineyards managed under a philosophy of kaitiaki – the Māori concept of guardianship for sky, sea, and land.
- Crafted by our team of winemakers in the spirit of Te Kotahitanga – unity and support in the pursuit of a shared goal – in our modern, estate owned winery in Marlborough.





## Rongopai Marlborough Pinot Noir

### *Description*

The Marlborough Pinot Noir offers a bouquet of strawberry and spice aromas balanced with savory dark cherry and earthy notes. Supple and bright flavors of cinnamon and raspberry unfold on the palate. It is medium-bodied and elegant with juicy red fruit lingering on the finish.

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