

RIVERLANDS ESTATE

The Hub of
New Zealand Wine
Production



A strategy to attract
investment, build our potential
and showcase our industry

At Riverlands Estate we collectively produce, bottle and ship over 60% of New Zealand's wine. Every 22 seconds, someone opens a bottle of our wine and enjoys it in the company of friends, lovers or colleagues. Every mouthful is a carefully crafted, lovingly produced taste of New Zealand that we have all had a hand in creating.

It's little wonder people want to visit us. Every year we host business leaders, wine buyers, politicians, industry professionals and wine connoisseurs.

They come to see what all the fuss is about. Just what do we do here to capture the essence of the New Zealand lifestyle?

Riverlands Estate

DISTILLERY

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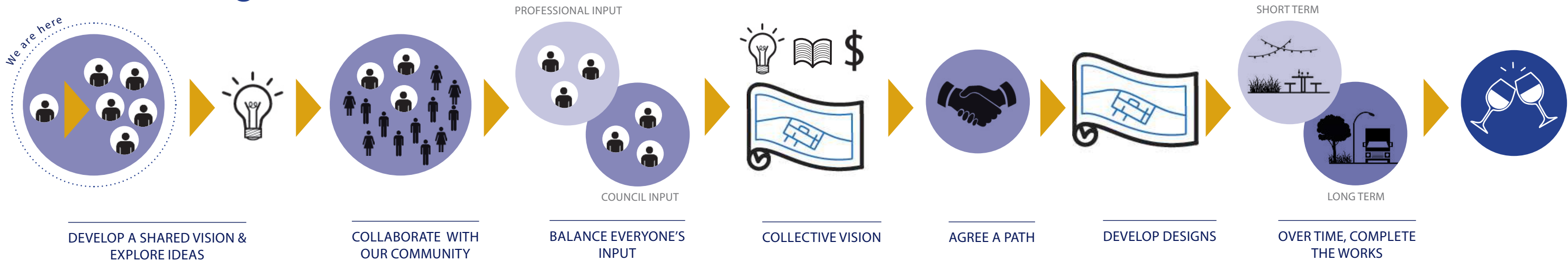
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The team here at Wineworks have been wondering whether we do enough: Does Riverlands Estate showcase our customer's product to the best of our ability? Are we a picture of the New Zealand wine brand? Or, are we just a manufacturing plant on the outskirts of Blenheim, hidden away? Do our teams share the New Zealand lifestyle the wine drinkers are dreaming of? And do we respect and cherish the landscape around us that our wine brands trade on?

Whatever the answers, we think we can do better.



How we could get there:



We see a great opportunity to enhance our workplace.

To make it a living, working, productive showcase for our customers, brands and our customer's customer. Wherever you fit into the supply chain, we're keen for you to join us to make Riverlands Estate the picture postcard of New Zealand wine production.

We want to explore opportunities to enhance our neighbourhood. To clean away the clutter, tidy the streets. We'd love to think collectively and collaboratively about things such as planting, signage, urban design, safety and security. We're keen to seek out ways to make Riverlands Estate a showcase of New Zealand industry production.



We can't go it alone. Along with you, we need the support of Council and the commitment from the whole Riverlands Estate community.

We've also engaged some professional help. The team at Boffa Miskell are here to help us explore ideas, engage with partners and develop concept plans. We want to create a collective vision and then work as a team to deliver great outcomes. The end goal: a place we're proud to bring our friends, our lovers, and our colleagues to toast New Zealand's finest.

So, are you coming with us?