



VILLA MARIA
NEW ZEALAND

Earth Garden



FOLLOW THE BEE
TO THE EARTH GARDEN



EarthGarden

The philosophy of Earth Garden is organic winemaking, to create a luscious green environment for our grapes to grow and produce pure tasting wines, without damaging the planet. Next to our organic practices, we are sustainable as a winery overall. Our sustainability practices I have attached, we can mention those too.

In the middle of our vineyards we plant wildflowers like you see on the labels and the bottle. The wild flowers attract bees to the vineyard and bees attract all kinds of other insect, including the natural enemies of bugs and lice that attack and damage the vines. The bees restore the ecology of the vineyards and bring them back to life.

INSIGHTS

"The opportunity for alternative and particularly sustainable wines is on the rise, driven by younger consumers and increased awareness."

Wine Intelligence Global Trends In Wine Report, March 2020

Consumers acutely aware of their personal health and the ongoing risk to the Earth's are increasingly aligning their consumption choices with this in mind.* The trend is now seen in consumer demand for sustainable, better-for-you options in the wine category.**

Approximately a third of consumers believe that organic wine is both better for the environment and ones health.*

Organic wine represents the biggest consumer opportunity and propensity to purchase of alternative wine styles*

THE OPPORTUNITY

As a leader in organic wine production, Villa Maria has the opportunity to take a leading role in premium organic wine category development. EarthGarden encourages consumers to embrace a wine that reflects their lifestyle and ethical choices, by leveraging Villa Maria's strong sustainability credentials & organic program to drive category value with a beautiful, premium organic product.

- Drives category value
- Aligned with consumer trends
- A trusted brand with which consumers can broaden their wine buying horizons

*Source: Wine Intelligence Global Trends In Wine Report, March 2020 ** Source: Project Veraison Research Report by Forward HQ, June 2019

VILLA MARIA'S ORGANIC CREDENTIALS

Villa Maria plants hundreds of kilograms of wildflowers in our organic vineyards every year. They attract bees and beneficial insects that controls pests and disease in harmony with nature, without the need for synthetic chemicals. These wildflowers were the inspiration for the stunning label design and connects to the product story we will be telling through the line.

- Organic since 1999: Villa Maria has been organic grape-growing since 1999 to improve our relationship with the land. We bottle more organic wine than any other NZ producer.
- Currently trialing native plantings under our vines to increase biodiversity.
- Founding Member of Sustainable Winegrowing NZ (SWNZ) established in 1995.
- Fully BioGro Certified: In 2009 Villa Maria became the first major NZ winery with full Biogro certification from vineyard to export warehouse.
- Committed to Organic: Over 30% of Villa Maria owned vineyards are organically managed, aiming for 100% by 2030.
- Local Supply Chain: All key packaging suppliers (cartons, labels, bottles and caps) are within 22km of our Auckland winery, reducing carbon emissions.
- Recycled Glass comprises 67% of Villa Maria's bottles.



THIS BOX CONTAINS :

- 1 Bottle of EARTH GARDEN SAUVIGNON BLANC
- 1 Bottle of EARTH GARDEN PINOT NOIR

The beeswax wraps are made of pure wax. You can use them in your kitchen to cover fruit, vegetables and salades in your fridge and pack sandwiches to work, without using foil or plastic. You can reuse the wraps up to 500 times and save meters of single use plastic.

SEEDS : Flower mixes



The earth garden range is available here



VILLA MARIA WINES

Villa Maria Wines, distributed by VA.S.CO for Belux
Partner E-shop : www.e-wines.be