

The Seifried family's winemaking story begins in 1973, when Austrian born Hermann Seifried and his New Zealand wife Agnes, were the first to plant near Nelson, on the northern shores of New Zealand's South Island. In 1976 they made their first wine, and today, fifty years since it all began, the family business includes the second generation, Heidi, Chris and Anna, all involved in the daily operations of the winery.

Seifried Estate was an early adopter of 'Sustainable Winegrowing New Zealand' auditing both vineyards and winery since the mid 90's. The family farms over 800 acres across ten sustainably accredited vineyards scattered throughout the Nelson region, with their wines being distributed in 25 countries around the globe.



Seifried' is the premium Estate label, with the fruit for these wines grown on established vines, usually in excess of eight years of age. The Seifried wines are often blends of fruit grown on several of the Estate vineyards, enabling production of wines with fantastic depth and complexity.

## *Seifried Nelson Sauvignon Blanc*

A blend of our very best-looking parcels of Sauvignon Blanc from the season.

Beautiful passionfruit flavors with crisp snow peas and a twist of bright acidity defines the palate - and leaves you wanting another sip.

## *Seifried Nelson Pinot Noir*

Rich, deep nose with dark fruit, coffee and dried herbs. The palate is weighty with generous tannin around the rich fruit core. A long warm finish lingers. Enjoy now or tuck away for a few years.



# OLD COACH ROAD

BY THE SEIFRIED FAMILY

SUSTAINABLE WINEGROWERS

Old Coach Road is a selection of wines expressive of the region in which they are grown. They are easy-drinking, perfect for any occasion, and almost any cuisine you can think of. Best enjoyed young, these wines show a brightness, with plenty of fruit concentration and focus.



## *Old Coach Road Nelson Sauvignon Blanc*

Packed with varietal flavors and intensity. The nose delivers vibrant passionfruit and snow pea aromas while the palate is full and packed with basil, citrus and hints of lemongrass. The palate is long, generous and tasty.



## *Old Coach Road Nelson Pinot Noir*

Delicate berry and plum flavors wrapped in gentle brambly savory tannins. Notes of black tea leaf and raspberry linger on the palate.