



Pioneering Family Winegrowers

From the beautiful Nelson region of New Zealand comes the South Island's oldest family winery. Since 1973, the Seifried's have been making stylish, food friendly wines.

Seifried Estate was established in 1973 when Austrian born Hermann Seifried and his New Zealand wife Agnes planted grapes in the Moutere Valley between Nelson and Motueka. Hermann and Agnes chose land sloping gently northwards on a sheltered site where the soil is a heavy clay loam. Now, they have 185 hectares of producing vineyards across six different vineyard sites made up of Sauvignon Blanc, Pinot Gris, Riesling, Gewürztraminer, Chardonnay, Grüner Veltliner, Pinot Noir and Syrah.

Seifried Estate prides itself on being a true family business and with over 30 years of winemaking experience in the region, Hermann and Agnes have now passed the passion for wine on to the next generation. All three of the Seifried children are playing their part in growing the family business. Eldest daughter Heidi and son Chris combine their talents and experience to lead the cellar team, while youngest daughter Anna oversees the sales and marketing of the winery's brands. Hermann's focus is now on the viticulture and management side of the business while Agnes liaises with new customers in the export markets and leads the administration team.



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NELSON, NEW ZEALAND

OLD COACH ROAD
Nelson, New Zealand





The Wines



The Seifried brand is the winery's premium label, with the fruit for these wines grown on well established vines. The Seifried range often uses fruit grown on several different sites, producing wines with fantastic depth and complexity.



OLD COACH ROAD
Nelson, New Zealand

The Old Coach Road selection displays pure, fresh and lively fruit characters that New Zealand wines are famous for. They are classic, cool climate styles with plenty of fruit concentration.

Seifried Estate is also the home of 'Sweet Agnes' Riesling – New Zealand's most awarded dessert wine at Decanter World Wine Awards. Named in honour of Agnes Seifried, 'Sweet Agnes' has been awarded a staggering eight trophies at this prestigious international competition and 16 gold medals since its release in 2006.



The Vineyards

Each vineyard has its own soil and climatic characteristics and is planted with different varieties producing an array of unique flavours. During the winemaking, great care is taken to preserve these grape varietal flavours through to the finished wine. The majority of fruit is Estate grown and ensures complete control over all areas of grape production and fruit quality.

Seifried Estate is proud to be Nelson's first winery to achieve Sustainable Winegrowing accreditation. This gives framework for viticultural and winemaking practices that protect the environment while still producing premium wine.

Seifried Estate is a company with strong direction on growth. New techniques and technology used both in the vineyard and winery are important features for staying innovative and competitive in the market. Exports are a major focus with 50% going offshore. The winemaking at Seifried Estate is done in a modern winery where great care is taken to maximise flavours and aroma retention using a balance between traditional and modern methods.

www.seifried.co.nz
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