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*Two Seifried Estate wines beat the rest of the world at the
San Francisco International Wine Competition 2016.*

The judging is over, and the results are out for the largest and most influential international wine competition in the United States.

Seifried Estate was awarded 'Best Sauvignon Blanc' with a 98 point review from the judges and a Double-Gold medal at this year's San Francisco International Wine Competition (SFIWC) for their **Old Coach Road Nelson Sauvignon Blanc 2015**. Seifried was also awarded 'Best Late Harvest White', with a 94 point Double-Gold medal for their **Seifried Winemakers Collection Sweet Agnes Riesling 2015**.

Now in its 36th year, the SFIWC maintains the highest level of integrity with a blind-tasting system performed by a highly experienced panel of internationally acclaimed wine experts.

Two 'best in class' wines at an international wine competition is the perfect way to celebrate 2016 for this pioneering family winery in a year that marks forty years since their very first vintage.

Harvested from their own Estate grown, Sustainably Accredited vineyards in the heart of Nelson's fruit growing region, Seifried Estate prides itself on wines truly reflective of the soils and sunshine in which they are grown.

Founder and Viticulturist to the family winery, Hermann Seifried credits the warm summer temperatures during the growing season, along with close attention to detail in everything from clonal selection and canopy management, to cropping levels in the vineyard. "We were able to cruise into vintage, and wait for the desired balance of fruit ripeness and that sought after acidity" Hermann said. "Both of these wines rely on a purity of flavour, there is no opportunity to hide behind malolactic fermentation or oak. We work hard in the vineyard to ensure these natural fruit flavours are prominent right from the start. Old Coach Road is an expression of everything we love about New Zealand Sauvignon Blanc – brightness, exuberance, intensity; all beautifully balanced to give a refreshing glass to enjoy."

Winemaker, Chris Seifried says "This recognition confirms what we've known for many years – that Nelson's climate and soils are the perfect home for New Zealand's favourite grape. This level of accolade for two very different wine styles makes the weeks and months of hard work in the vineyards and winery worthwhile, and means a lot to Dad, and his vineyard crew, as well as our winemaking team."

Hermann adds, "Old Coach Road is a range of wines made with the same love and attention as all our wines, with the focus on approachability, and just great examples of what the variety can do in our climates and soils here in Nelson." He adds, "It's always a great thrill to be recognised with any of our wines, but to receive two accolades from such a high calibre international wine competition is a great endorsement for our team."

END.

ABOUT SEIFRIED ESTATE:

The Seifried family's winemaking story begins in 1973, when Austrian born Hermann Seifried and his New Zealand wife Agnes, first planted vines in the Upper Moutere Valley, near Nelson, on the northern shores of New Zealand's South Island. In 1976 they made their first wine, and today, forty years on, the family business which now includes the second generation, with all three grown up children, Heidi, Christopher and Anna very much involved in the day to day management and operations of the business.

The family farm over 250 hectares across nine sustainably accredited vineyards scattered throughout the Nelson region, with their wines being distributed in 20 countries around the globe.

For more information on these, or any of the Seifried wines, please see www.seifried.co.nz or contact Anna Seifried at anna@seifried.co.nz.



ABOUT SAN FRANCISCO INTERNATIONAL WINE COMPETITION (SFIWC):

As one of the longest running international wine competitions anywhere, the SFIWC this year celebrates 36 years with over 4,600 wine entries.

Since its introduction in 1980, the SFIWC takes great pride in maintaining the highest level of integrity and impartiality, ensuring all wines are treated with equal care and consideration by their panel of highly esteemed wine judges.

Just 15% of all wines entered received a Gold, or Double-Gold acknowledgment, and only a small proportion of those go on to win the 'Best' in category accolade.

While New Zealand has dominated the "Best Sauvignon Blanc" title, with seven of the last ten years going to New Zealand wines, this is the first time a Nelson Sauvignon Blanc has received this great accolade.

2016	Seifried Estate	New Zealand	Nelson
2015	Toi Toi Wines	New Zealand	Marlborough
2014	Sileni Estate	New Zealand	Marlborough
2013	Matua Valley	New Zealand	Marlborough
2012	South Coast Winery	United States	
2011	Vinařtvi Libal	Czech Republic	
2010	Brancott Estate	New Zealand	Marlborough
2009	Ra Nui	New Zealand	Marlborough
2008	Starborough	New Zealand	Marlborough
2007	Cairnbrae Vineyards	New Zealand	Marlborough

For more information on the San Francisco International Wine Competition, please see www.sfwinecomp.com.

