



Media release: Marlborough, for immediate release

The wine brand that's all about collaboration, community, and giving back celebrates its new releases.

When you purchase a tasty drop by Borough, you're donating directly to Borough's nominated charity partner, the Graeme Dingle Foundation, and supporting child and youth development.

You are also joining a community of like-minded generous individuals: grape growers, winemakers, packaging suppliers, bottlers, carriers, and customers, who all make these contributions possible.

With the new 2023 releases launched this week, now is the perfect time to buy some of these wines and support this great charity yourself.

The 2023 Borough Marlborough wine range includes Sauvignon Blanc, Pinot Gris and Pinot Rose. This Saturday 14 October, Borough's 2023 vintage wines will be served at two balls, with all funds raised at both events being donated to the Graeme Dingle Foundation – Dazzle Marlborough, at Wither Hills in Blenheim, and The Grocery Charity Ball, at Cordis Auckland.

Borough was founded in Marlborough in 2020 by Socially Good Enterprises (SGE), a limited liability company with charity status. The idea to develop a wine brand where all parts of the process, from vine to bottle are generously donated, was tabled by Lion New Zealand National Operations Director Geoff Matthews, who is now one of seven SGE directors.

"I was having a conversation with Kelvin Watt, the Graeme Dingle Foundation Marlborough's Regional Manager, about fundraising in general, and we were throwing various ideas around the table. It was one of those ideas that, the more we talked about it, the more we realised it really did have legs," says Matthews.

Soon after, the Borough brand was born. For the 2020 vintage, grapes were donated by five Marlborough families. The wider wine industry and other partners also came on board to support what has become a well respected and reputable wine brand, with partnerships across the industry continuing to grow.

To date, all profits from sales of Borough wines, which are available online and at selected retailers, have been paid in dividends to the Graeme Dingle Foundation Marlborough. Watt says the dividends received are integral to the Foundation's delivery of programmes that reach over 50 per cent (more than 3,500) of Marlborough's young people.

"Today's fast-paced technological change impacts on many levels within society; from education to employment, from communication to recreation. Our young people need to learn skills and strategies to develop into resilient people who can cope and thrive amongst this ongoing evolution and disruption. They need to learn how to work together, understand other perspectives, collaborate for mutual success, and how to bounce back from setbacks. The Graeme Dingle Foundation programmes support the development of these skills and values, so our youth can overcome the challenges they will inevitably face in life," explains Watt.

Growing the Borough brand

Coinciding with this week's launch of the 2023 vintage, and a focus on bringing Borough wines to more New Zealanders, Borough has undergone a rebrand, revamped their website to make direct online sales easier, and is exploring opportunities to partner with a distributor. They will also be offering the Graeme Dingle Foundation's nine other regional organisations across New Zealand the opportunity to raise funds for their programmes through sales of Borough wine.

SGE Board Chair Mark Unwin says the board is thrilled to see more individuals and organisations across the wine industry and beyond showing their support.

"It's great to see wine companies that might in their daily business be competitors joining together. I think we can all agree that the future of our young people is a genuine good cause to be wrapping around, and I'm excited about the future of Borough," says Unwin.

For the 2023 release, Lion New Zealand (Wither Hills) and Marlborough Vintners and their growers provided the grapes and winemaking for the Sauvignon Blanc and Pinot Rose, with Indevin Group, a new partner, donating the Pinot Gris wine.

CEO Indevin Group Duncan McFarlane says they are thrilled to support Borough and the Graeme Dingle Foundation with the incredible work they do with young people in Marlborough.

"Borough is such a smart way to take what we do best in Marlborough and use it to support the next generation. It takes a whole community to produce all these wonderful wines and the team at Indevin are honoured we could play our part," says McFarlane.

Marlborough growers John Flanagan and Ben Glover were among the first five growers to donate grapes back in 2020, and continue to donate annually.

“We feel privileged to be part of the thriving wine industry in Marlborough, and even more so to have been able to raise our families here. We’re as passionate about growing grapes and making wine as we are about supporting the Graeme Dingle Foundation Marlborough through Borough wines, as they nurture and develop the youth of this great province,” says Flanagan.

And the generosity of the industry doesn’t end there.

Central Express and Wine Express deliver Borough’s wine to WineWorks for bottling free of charge, where the bottles are supplied at no cost by Chandler Glass & Packaging, the labels are donated by MCC Label, and the closures by Guala Closures.

“Central Express and Wine Express are proud to be donating our services to Borough Wine, in turn supporting the fundraising efforts of the Graeme Dingle Foundation Marlborough, contributing to the development of youth within in our communities,” says General Manager Central Express Gordon Blacktopp.

“To be part of this – the chance to create a wine brand for the betterment of our community while showcasing what the wine industry could do – how could we say no?!” says WineWorks Marlborough Plant Manager Damien Gillman.

“It’s a privilege to be able to support Borough Wines and the Graeme Dingle Foundation. Their work has had an incredible impact on positively shaping and guiding the youth of today to fulfil their true potential,” says Angus McDonald, Business Manager, Chandler Glass & Packaging.

Guala Closures New Zealand Sales & Marketing Manager Andrew Kinney couldn’t agree more: “This is a great opportunity to be part of a wine industry team giving back to our communities - and our next generation.”

And the printers behind Borough’s fresh, bold new labels, MCC Label, are also proud to collaborate and be a part of the community that the Borough initiative has created. “The youth are our future and with 100% of the profits from the wine sales going to the Graeme Dingle Foundation Marlborough, we are delighted to support this great cause and give back to the local community,” says Malcom Davies, Sales Director – Wine & Export, MCC Auckland

The final piece in the puzzle is you. Borough is excited to have three great new wines all available online now, and hopefully coming to a retailer or bar near you soon. All three wines are popular styles from delicious Marlborough grapes, made by a bunch of really awesome people. They all taste delicious, and every bottle contributes to our young peoples’ future.

Make sure you buy a bottle of Borough – the wine that gives back.

FURTHER INFORMATION

For interview and photography opportunities, and for samples of Borough’s 2023 Marlborough Sauvignon Blanc, Pinot Gris & Pinot Rose for tastings and reviews, please email info@boroughwine.co.nz or phone Jane Davison, Borough Growth Manager, on **027 334 5774**

BOROUGHWINE.CO.NZ | DINGLEFOUNDATION.ORG.NZ