

ISABEL



FOR IMMEDIATE RELEASE

November 5th, 2008

FIRST CLASS SAUVIGNON BLANC

We are delighted to announce **Isabel Estate Marlborough Sauvignon Blanc** has again been selected for **First Class service** on Emirates Airline. The current 2008 vintage has been chosen for all Asia Pacific routes and will be poured throughout the upcoming busy season.

“It is an honour to be served on Emirates’ remarks Isabel’s Marketing Manager, Stephanie McIntyre, ‘and with 28 flights per week into New Zealand, this is a great opportunity to offer the world’s most discerning travellers ‘a taste of Marlborough’ ”.

Michael Tiller, Isabel’s Winemaker/Proprietor and former airline pilot, comments from a decidedly ‘male perspective’ ... “It’s a real buzz to have our wine served on the Emirates’ A380 Airbus, scheduled service starting January into New Zealand; a spectacular airplane with every comfort and luxury which apparently required airport modifications to accommodate its size.”

The family-owned winery is situated just south of Renwick in the Wairau plains. Fruit is hand-picked from both their surrounding long established vineyard and their innovative new ‘Elevation’ vineyard, 1000 feet above sea-level in the Waihopai Valley.

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