



CELEBRATE WITH THE #1 SAUVIGNON BLANC IN THE USA*

2025 SAUVIGNON BLANC

MARLBOROUGH, NEW ZEALAND

LEARN
MORE



KIM CRAWFORD IS ONE OF NEW ZEALAND'S MOST EXCITING AND INNOVATIVE WINE PRODUCERS.

Kim Crawford Wines started out in a small cottage in Auckland, New Zealand. Since its launch in 1996, the label has gained critical acclaim around the globe. We do things unconventionally, take risks, start things, and welcome different.

BACKGROUND: Kim Crawford produces one of Marlborough's benchmark Sauvignon Blancs and has been named in the *"Wine Spectator Top 100"* four times. The secret to Kim Crawford's success is serious attention to detail in the vineyards and winery, with a special focus on sustainable practices, individual vineyard block harvesting, and small lot fermentation.

HARVEST: The 2025 vintage in Marlborough saw favorable weather patterns that contributed to excellent fruit quality and robust yields across varieties. The region experienced a strong flowering period throughout December, resulting in record-breaking yields in some areas. During the ripening season, the combination of warm, dry conditions and healthy canopies produced fruit with excellent concentration, flavor, and balance.

CRAFT: The grapes were harvested between the 10th of March and 6th of April. Machine harvesting allowed for swift collection at peak maturity, followed by gentle pressing to preserve delicate flavors. The juice was then clarified to enhance aromatic purity before undergoing fermentation with carefully selected yeast strains. Fermentation took place in stainless steel tanks at low temperature, a technique designed to capture and retain the vibrant aromatic profile that defines Marlborough Sauvignon Blanc. After fermentation, the wine was racked off its lees and meticulously monitored to preserve freshness and varietal character, remaining under careful management until bottling.

LOOK: Pale yellow with a soft undertone of green.

AROMA: A wine bursting with fresh tropical aromas of passion fruit, rockmelon, stone fruit, guava and zesty grapefruit, with subtle floral nuances and a hint of fresh tomato leaf adding depth. A vibrant, expressive bouquet that embodies the classic Marlborough Sauvignon Blanc style.

TASTE: The palate shows balanced concentration, with zesty, moreish acidity, and a lingering, refreshing finish. Flavors echo the nose, tropical fruits, citrus, and subtle herbal notes, delivering Marlborough's hallmark intensity and vibrancy. An explosion of aroma and flavor, truly capturing the region's essence.

PAIRINGS: Perfect for all occasions and exceptionally delicious with fresh seafood and grilled vegetables.

CELLAR: Enjoy now, or within one to three years, with confidence.



APPELLATION:
Marlborough, New Zealand

HARVEST DATE: March – April 2025

TA: 7.2g/L

pH: 3.2

ALCOHOL: 12.5%