



GRAHAM NORTON SAVOURS MARLBOROUGH: A HANDS-ON WINE & CULINARY EXPERIENCE

“There’s something truly magical about drinking my own GN Sauvignon Blanc from Marlborough, in the Marlborough sunshine – it just hits differently” reflects **Graham Norton**, fresh from his visit to the **iconic New Zealand wine region. Marlborough’s** flagship wine, Sauvignon Blanc, continues to shine on the global stage as New Zealand’s leading wine export. Last week, Graham Norton enjoyed a whirlwind day in the picturesque region, getting hands-on with the harvest for his twelfth vintage of GN Sauvignon Blanc, made in collaboration with New Zealand winery Invivo.

Invivo Cofounders Tim Lightbourne and Rob Cameron relished the opportunity to showcase the very best of Marlborough to their long-time wine partner Graham – sharing not just the vineyards, but also the region’s outstanding food, wine, and hospitality.

Graham rolled up his sleeves in the sunny Awatere Valley, **getting hands-on with grape picking, tasting juice samples**, and assessing fruit quality with his long-term Invivo winemaker partners – an essential step in crafting the next, **twelfth, vintage** of his GN Sauvignon Blanc.

“New Zealand produces some of the world’s best Sauvignon Blanc, in my opinion. It’s incredible to think that what began as a small, limited-edition run of GN New Zealand Sauvignon Blanc has grown into a global brand. Now, here we are harvesting grapes in Marlborough for our twelfth vintage! I don’t just put my name to the wines – I’m involved in the process, which makes being here in this stunning region for harvest all the more special,” says **Graham Norton**.

The visit continued with a winemaker’s lunch at the acclaimed Harvest Restaurant, located at **The Marlborough Boutique Hotel & Vineyard**– a premium five-star accommodation in Rapaura. Surrounded by local food producers, winemakers, and Marlborough Mayor Nadine Taylor, the gathering celebrated the best of Marlborough’s wine, food, and warm hospitality. The seasonal menu featured top regional produce, including Mills Bay Mussels, New Zealand King Salmon, Pinoli Pine Nuts, and Cranky Goat Cheese, with dishes such as poached mussels, salmon with textures of fig, and Mibrasa charred cauliflower steak created by Harvest’s talented culinary team.

“It was my great pleasure to host Graham Norton and award him the title of Official Marlborough Grape Ambassador. Graham is not only a legend and high-profile broadcaster and author, he is also a strong supporter and advocate for Marlborough sauvignon blanc. In fact, our sauvignon blanc is quite a lot like Graham himself – vibrant, refreshing and fun, with razor-sharp acidity! Graham’s visit will do wonders for Marlborough’s profile and keep New Zealand’s premium wine on the international radar.” – **Mayor of Marlborough, Nadine Taylor**. Graham himself was thrilled with his new title, “It’s such an honour to receive the first Grape Ambassador award from the Mayor of Marlborough, Nadine Taylor. It turns out that years of drinking, making and talking about Sauvignon Blanc with Invivo Wines has its perks! I’m genuinely touched – and raising a glass to Marlborough!” says Graham Norton.

“We’re confident that the strong partnership between Marlborough’s world-class wine industry and our tourism sector will continue to flourish, showcasing the very best our unforgettable region has to offer on the world stage” – **General Manager of Destination Marlborough, Tracey Green**.

ENDS

NOTES TO EDITOR



**Nielsen EPOS Total UK Coverage 52wks to 25th Jan 2025*

About Invivo

Founded in 2008 by two school friends Tim Lightbourne and Rob Cameron, Invivo is often referred to as New Zealand's most innovative winery.

They're the team behind game-changing initiatives like Invivo Air – the world's first winery airline; and two successful crowdfunding campaigns makes Invivo the largest crowdfunded beverage company in the Southern Hemisphere.

Invivo operates two wineries in Te Kauwhata and has long-term award-winning collaborations with Graham Norton and Sarah Jessica Parker, who are shareholders in the business.

Invivo wines have received over 350 international wine show medals and are exported to 43 countries from the Waikato.

About Graham Norton

Across his illustrious career, Graham has won nine BAFTA awards including Best Entertainment Performance and Best Entertainment Programme, a National Television Award in 2023, plus a Special Recognition Award at the National Television Awards in 2017.

Alongside presenting 32 series of the iconic *The Graham Norton Show* on BBC One, Graham has commentated for the UK on the Eurovision Song Contest since 2009, co-hosting the show from Liverpool in 2024, and winning an RTS Award. He can also be seen as a regular judge on all series of *Ru Paul's Drag Race*.

More recent shows include *Last One Laughing Ireland* for Amazon Prime, and *Wheel of Fortune* for ITV. In recent years, Graham also hosted the *Graham Norton Book Club* podcast on Audible.

Graham is the author of five novels and two memoirs, winning numerous awards and gaining bestseller status. To date, foreign rights to Graham's fiction have sold in over 10 countries. His latest novel, *Frankie*, which was published in September 2024, became a Sunday Times Bestseller and won the Popular Fiction Book of the Year at the Irish Book Awards.

**New Zealand Wine*

About Marlborough Sauvignon Blanc

Marlborough put New Zealand on the international wine stage with its inimitable Sauvignon Blanc in the 1980s.

23,834ha of the 29,415ha is Sauvignon Blanc vines