



From small beginnings in 1973, when Hermann Seifried and his New Zealand wife Agnes first planted grapes in the Moutere Valley near Nelson, Seifried has grown to become one of New Zealand's most sustainable family-owned wineries, with a focus and passion for beautifully crafted wine.



IMAGES This page – Top – Three generations of hands. Above – The Seifried family. Bottom – Henmann and his dogs in the vineyard. Opposite page – Seifried Brightwater vineyard.

Three generations of family bringing their own area of interest and expertise...



Hermann Seifried came to New Zealand to take up a position with the New Zealand Apple and Pear Board in 1971. Having grown up on an apple orchard in Styria in south-eastern Austria he had always had an interest in viticulture and oenology and went on to study winemaking at Weinsberg in Germany. After completing his initial tertiary studies at Silberberg in Austria, Hermann then went onto work for KWV in South Africa before heading to New Zealand to take up his new role.

Shortly after meeting Agnes, who had just qualified as a teacher, Hermann decided he wanted to stay in New Zealand and they married at the end of December in 1971. With little more than a dream, the couple purchased land in the Moutere Valley between Nelson and Motueka, where they began the long process of hand grafting phylloxera resistant rootstock onto vinifera scion wood to propagate plants for their first vineyard. These first vines were planted in 1973 on the gently northward sloping clay loam soils.

With 14 vinifera varieties, on two hectares of land, they began the South Island's modern commercial wine industry. Hermann and Agnes were true pioneers, experimenting with what classical European varieties may do well in this untested climate and terroir. Today it has grown from very modest beginnings to become one of New Zealand's most sustainable wineries, producing the very best Nelson has to offer.

The site that Herman and Agnes chose for their new vineyards was perfect in terms of location. It is surrounded by mountains to the east, west and south (Richmond and Western Ranges) and the Tasman Sea to the north, which moderates the temperate climate throughout the year. The sunshine here was also a real drawcard, with an average of over 2,400 hours of sunshine a year, earning Nelson its reputation as the 'Sunshine Capital of New Zealand'.

1976 was the first harvest with five distinctive varietal wines being made – Riesling, Sylvaner, Chardonnay, Müller-Thurgau and Refosco.



In 2016 the winery celebrated 40 years since the first harvest

IMAGES This page: Above – Hermann and Agnes at their first wine festival pouring Seifried Estate. Middle – Hermann, Agnes tasting with their three children Heidi, Chris and Anna. Bottom – (from left to right) – Anna, Chris and Heidi as kids growing up on the estate.

In 2014 Agnes and Hermann were recognised for their contribution to the New Zealand grape and wine industry by being inducted as Fellows of New Zealand Winegrowers, one of the New Zealand wine industry's greatest acknowledgements. This was the first time in its history that a husband and wife team were recognised, and the first time a woman has been honoured.

In 2016 the winery celebrated 40 years since the first harvest. The last four decades have seen significant change, with the New Zealand industry now recognised as world-leading, particularly with Sauvignon Blanc and Pinot Noir, but also for Syrah, Grüner Veltliner and Riesling.

Today Seifried farm over 250 hectares of vineyards, across nine sustainably-accredited vineyard locations scattered throughout the Nelson region, and all of their three children are actively involved in the business.





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IMAGES This page: Above – Seifried Redwood Valley vineyard. Bottles – Aotea, Winemakers collection Sweet Agnes, Old Coach Road.

Aotea represents a selection of wines which Seifried consider to be the very best of their best. Harvested from single vineyard estate-grown vines, the wines offer texture and varietal character. They are wines with depth and finesse.

Winemakers Collection Sweet Agnes Riesling – The grapes for Sweet Agnes are hand-selected with a large portion of the fruit shrivelled and raisined, caused by natural dehydration on the vine. The grapes are then gently pressed to release a very concentrated intensely flavoured juice. It's no wonder this is one of New Zealand's most awarded dessert wines.

Seifried Estate – The Seifried Estate range is the winery's premium label. Fruit is harvested from vines in excess of eight years of age, and the style is pure, with rich tones.

Old Coach Road – These are 'any occasion' wines and are best enjoyed young. They include Sauvignon Blanc, unoaked Chardonnay and Pinot Noir. They are bright and fresh, and made in a very fruit-driven style.

