

WAIPAPA BAY



Waipapa Bay Wines Pledges Support for Whale and Dolphin Conservation With 2019 Vintage Launch

Corporate sponsorship for the nonprofit organization will aid efforts in protecting whales and dolphins in oceans around the world

Sonoma, Calif. (Nov. 2019)—Beginning this month, in tandem with the launch of the 2019 vintage in the USA, Waipapa Bay Wines will partner with Whale and Dolphin Conservation (WDC) as the nonprofit's first wine industry corporate sponsor—a milestone in Waipapa Bay's ongoing commitment to supporting global conservation and sustainability efforts.

The name Waipapa Bay comes from a renowned whale-watching coastal site on the South Island of New Zealand where Brent and Shirley Rawstron—who oversee viticulture and winemaking—often visit when traveling to the vineyards in Marlborough. Furthermore, the close proximity to the Pacific Ocean provides ideal climatic conditions for the vines to thrive; protecting the ocean and its delicate underwater ecosystems is paramount to producing high quality grapes in the region.

"It's always been our intention with Waipapa Bay Wines to give back to the oceans," says Liz Cobbold, Marketing Director. "We've been in search of the right partner who shares our goals and are thrilled to have found it with WDC. Plus, the partnership is a meaningful way to introduce the 2019 vintage wines to market."

Founded in 1985, WDC is a global organization which has led the charge on protections for whales and dolphins in all our world's oceans, an essential means to sustain the future of the planet's climate resiliency and future. WDC has around 80 staff worldwide working in six locations dedicated to research and action to support this mission.

"We are excited to receive the support of sustainably-focused businesses such as Waipapa Bay Wines," says WDC's Melissa Walker. "The future of grape growing and agriculture overall are dependent on healthy oceans, so it is imperative that we unite for this common goal."

As the organization's first winery corporate partner, Waipapa Bay Wines will pledge to help support WDC in their four principal goals—end captivity, stop whaling, create healthy seas, and prevent accidental deaths in fishing gear—with a particular emphasis on raising awareness for the intern program, which fosters careers in conservation biology for young adults.

The 2019 vintage wines from Waipapa Bay include: Sauvignon Blanc, Pinot Gris, and Chardonnay from Marlborough, as well as a Pinot Noir Rosé from Canterbury. The wines retail at \$14.99 and will be available in retail outlets at the end of the month. Read the full harvest report [here](#).

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Follow [@waipapabaywines](#) and [@whales_org](#) on Instagram for news and developments regarding the partnership. For samples or media inquiries, contact Katie Canfield at katie@odonnell-lane.com or 530-720-1138.

About Waipapa Bay Wines

Waipapa Bay Wines reflect and respect the stunning, natural beauty of the place they take their name from—Waipapa Bay. With vineyards in Marlborough and Canterbury, we strive to produce wines with elegance and a sense of place from grapes farmed with the utmost attention and care. The close proximity to the Pacific Ocean provides ideal climatic conditions for the vines to thrive and gives a signature fresh character that carries through each of the four wines. To learn more visit: waipapabaywines.com.

About WDC

[Whale and Dolphin Conservation \(WDC\)](#) is the leading global charity dedicated to the conservation and protection of whales, dolphins and their ocean home. Their mission is to educate people on the significant ecological role whales and dolphins play in the marine ecosystem, and inspire global action to protect them. This is not a noble gesture, but an essential means to sustain the future of our Earth by increasing the planet's climate resiliency.

About Broadland Wineries

An international wine business with UK heritage, Broadland Wineries brings innovative and modern wines to consumers—most recently with the wine advent calendar, which sold out at a national supermarket in less than 24 hours and created a social media buzz. Throughout its 50-year history, the mission remains the same: to offer superior service, quality, and value at all times. To learn more visit: broadland-wineries.com.