

**SOHO FAMILY**   
V I N E Y A R D S

SOHO: UNIQUELY EMBODYING  
A PASSION FOR LIFE  
CULTURE & ENTERTAINMENT





**"AT SOHO WE  
CREATE PREMIUM  
WINE REFLECTIVE  
OF OUR LIFE & THE  
AMAZING PEOPLE  
& PETS WE SHARE  
IT WITH"**

As a youngster, Rachael Carter set out to work for her father in his wine supplies business. In 2002 she started screwcap company 'Global Cap'. Rachael's hard work, clever marketing, and famous tag line "BEST SCREW ON THE PLANET" led to a 98% market share. In 2008 she sold the business to take on her father's growing vineyard portfolio.

With 20 years of wine industry experience and the drive to create a standout boutique wine brand, Rachael founded SOHO Wine Co in 2009. Her quest was to create a unique premium label that embodied a passion for life, culture & all things fabulous. To encapsulate the roots of her family-owned vineyards while also embracing SOHO's loyal followers as part of the SOHO Family, it was recently rebranded to SOHO Family Vineyards.

Rachael's vision has always been for SOHO to be served in the best bars, restaurants and hotels in the world. This Autumn she took it one step further by opening the SOHO Family Vineyards Cellar Door on Waiheke Island. Inspired by industrial New York, The Cellar Door is chic, modern, and a little bit Rock'n'Roll, while retaining chilled Waiheke vibes in a natural oasis of waterfalls and flora.

Utilising her own Carter Family Vineyards as well as other boutique Estates, and choosing the best NZ winemakers from Waiheke Island, Marlborough & Central Otago; Rachael has ensured each wine has its own distinctive style & personality. "At SOHO we create premium wine reflective of our life & the amazing people & pets we share it with."

SOHO Family Vineyards respects the traditional winemaking process but pushes the boundaries operating an unconventional ethos rooted in raw creativity. SOHO continues to make ripples across the Wine Industry for producing gold medal winning wines encapsulated in stylish & contemporary branding.

Supplying to 20 international markets, SOHO Family Vineyards manage their own warehousing & distribution making it possible to sell directly to their customers.

With 90 gold medals, 7 trophies and counting, Rachael is on track with her desire to be one of NZ's most awarded boutique wine companies, and has made SOHO a wine icon of modernity.

**SOHO FAMILY ETHOS**



## WAIHEKE ISLAND CARTER FAMILY ONETANGI JOMARA VINEYARD WINEMAKER PETE TURNER

**“AS WINEMAKERS, OUR NUMBER ONE GOAL IS TO MAKE ANY MOMENT SHARED OVER A GLASS OF WINE MORE ENJOYABLE. THE KEY TO THIS IS TO FIRSTLY PRESERVE THE EXPRESSION OF PLACE, AND SECONDLY TO BUILD FURTHER INTEREST AND COMPLEXITY IN THE GLASS.”**

Waiheke Island sits in the Hauraki Gulf east of Auckland at latitude 36.8°S, making for a unique winegrowing terroir. The maritime influence provides ideal conditions for ripening rich, complex Chardonnay and powerful, expressive Reds (Syrah, Merlot, Malbec, Cabernet Franc & Petit Verdot). In the Onetangi Valley, the warm, north-west facing Carter Vineyard is protected from the cool Southerly winds. The clay soils help to delay ripening and retain acidity which intensify flavours and allow for ripe, approachable tannin structures. Challenging slopes mean that vines are naturally low-yielding, and all viticultural work is done by hand to produce wines with depth, richness and interest.

## MARLBOROUGH CARTER FAMILY ORGANIC CERTIFIED JOMARA VINEYARD WINEMAKER PETE TURNER

Marlborough, the sunshine capital of NZ, boasts a consistent, un rushed growing season. Long summer days, temperate breezes and cool nights preserve the vibrant intensity of crisp, aromatic Whites (Sauvignon Blanc, Pinot Gris, Riesling, Chardonnay & Rosé) and elegant Pinot Noir. SOHO's Jomara vineyard is located in Marlborough's Southern Valleys. White varieties are planted on the flat, free-draining alluvial soils, while Pinot Noir is more closely planted in the heavier clay loam soils of the hills. We also utilise the diversity of micro-climates and soil types within the Wairau and Awatere Valley subregions to create pure, focused and complex wines.



## CENTRAL OTAGO CLUTHA RIDGE VINEYARDS WINEMAKER MATT CONNELL

**“MY ZEN CONNECTION TO THE CENTRAL OTAGO WINELANDS ALLOWS ME TO SEEK OUT AND EXPRESS THE BEST QUALITIES FROM EVERY SITE AND EVERY VINTAGE.”**

At 45 degrees Latitude and surrounded by a dramatic, mountainous backdrop, Central Otago is the only region in the country with a semi-continental climate. The low rainfall and short but intense summer, followed by a long, cool Autumn allows for intensification and concentration of flavour. SOHO utilises vineyards throughout the Cromwell basin from the elevated, warm terraces of Bendigo to the cooler, moderated Queensberry and Clutha Ridge. This sub-regional combination provides complexity of aroma and flavour to give the perfect balance of depth and elegance in Pinot Noir while also producing rich, aromatic Pinot Gris.

# VINEYARDS & WINEMAKERS

1

**SOHO FAMILY**<sup>®</sup>  
VINEYARDS

**PREMIUM  
BLACK COLLECTION**

2

**SOHO FAMILY**<sup>®</sup>  
VINEYARDS

**CHARITY  
PINK SHEEP COLLECTION**

3

**SOHO**<sup>®</sup>  
**WINES**

**EVERYDAY RETAIL  
WHITE COLLECTION**

**OUR 3 COLLECTIONS**

# SPARKLING ROSÉ WITH STYLE



MARA, THE OLDER  
SISTER OF SOHO'S  
CROATIAN MATRIARCH  
[4/1/36-28/9/77]

## MARA MÉTHODE ROSÉ BRUT

### PEDIGREE

Consistent 5 star accolades

### TASTING NOTE

Beautiful and idealised, Mara, the older sister of SOHO's Croatian Matriarch Peggy, is also the Madonna of the SOHO wine family. Hand-grown on Waiheke and crafted using the Méthode Traditionnelle, Mara is a sparkling Rosé that epitomises style and finesse. Wild strawberries and raspberries encased in tiny beads of fine mousse bounce off the nose, while 12 months of ageing "sur lie" in bottle delivers complex shortbread and liquorice notes. Magnificently poised with a jaw-dropping brut dry finish (zero dosage). Admired and desired by all, only this Madonna is attainable, but in very limited numbers.



PREMIUM  
BLACK COLLECTION

WOMEN  
WITH CLASSIC  
CONFIDENCE



**STELLA**  
**SAUVIGNON BLANC**

**PEDIGREE**

Multiple gold medals, 5 star accolades, Metro Top 50 wines & Business Class Air NZ

**TASTING NOTE**

Delicious zesty fruit meets gorgeous minerality. A generously concentrated palate with white fleshy stone fruits, fresh lime & tropical lushness. Fantastic balance with a home run of juicy acidity & a lasting textural finish. Classic confidence & sexy femininity... this natural pedigree will give you more than a whiff of romance.

MEN WITH  
FULL LIPPED  
SWAGGER



**JAGGER**  
**PINOT GRIS**

**PEDIGREE**

Multiple gold medals & 5 star accolades

**TASTING NOTE**

Dry in style, this elegant wine has plush yellow stonefruits with a touch of pear drop & gorgeous minerality. Deliciously textured with a lovely spicy tangerine peel finish. Distinctive & eclectic, designed to move your body & deepen your soul.

FIERY,  
FABULOUS &  
FLAMBOYANT  
PEOPLE



**WESTWOOD**  
**ROSÉ**

**PEDIGREE**

Multiple gold medals & 5 star accolades

**TASTING NOTE**

Dry to taste, macerated cherries & raspberries are offset by blood orange & pomegranate. A beautiful mouthfeel with real presence leads to a refreshingly long juicy finish. Mouth candy with mojo... this flaming Dame recruits the coolest of admirers.

PREMIUM  
BLACK COLLECTION

TIMELESS &  
DISTINCTIVE  
SONGBIRDS



## FLEETWOOD ORGANIC CHARDONNAY

### PEDIGREE

Consistent 5 star accolades

### TASTING NOTE

Mouth filling gorgeous flavours of white & yellow stonefruits entwined with an amalgam of creamy toasted nuts, oak and flint. Beautifully balanced with layers of lacy acidity providing energy & delivering a long sustained finish. An amphitheatre of charm & distinction where everyone loves to love her.

MAXIMILLIAN  
CARTER  
RACH'S  
BELOVED  
DALMATIAN



## CARTER CHARDONNAY

### PEDIGREE

Consistent 5 star accolades  
& Top 10 Cuisine

### TASTING NOTE

Exquisitely composed, a stunning concentration of nectarine flesh, creamy panna cotta & roasted hazelnuts. Subtle toasty oak & fresh mineral nuances lead to a superbly long & linear finish. Tall in stature & majestic... a worthy treat for the truly devoted.

MAREN  
CARTER-  
TATTLE  
RACH'S  
BABY GIRL



## MAREN ORGANIC RIESLING

### PEDIGREE

Consistent 5 star accolades  
& Top 100 Gourmet Traveller

### TASTING NOTE

Mosel-style (off-dry) with lemon lime zest, white florals & gorgeous minerality. The textured palate has underlying mouth-watering acidity that leads to a superbly lengthy finish. Maren means "Star of the Sea", united with Mother Earth's finest, 'The Maren' is our Magnum Opus.

PREMIUM  
BLACK COLLECTION



THE KING  
& QUEEN  
OF COOL!



## McQUEEN PINOT NOIR

### PEDIGREE

Multiple gold medals, 5 star accolades,  
Cuisine #1 Pinot Noir & 1st Class Cathay  
Pacific

### TASTING NOTE

Sophisticated indulgence where power  
meets grace. The palate is harmoniously  
layered with rich cherry, blackberry &  
underlying savoury flavours. Intriguing  
spice, silky tannins & vibrant acidity lead to  
a superbly sustained finish. Tailor made, it's  
the perfect ensemble for any occasion.

LOVERS OF  
PERFECTION



## VALENTINA SYRAH

### PEDIGREE

Multiple gold medals, 5 star accolades  
& Business Class Air NZ

### TASTING NOTE

An elegantly concentrated palate of  
black berries, black pepper & seductive  
spices. Nutty oak balanced by fine  
chocolatey tannins. Violet & black florals  
lead to a stylish lingering finish with  
mineral elements. SOHO Rosso, a flawless  
extravagance of femininity.

A "FULLY  
LOADED" LIFE



## REVOLVER BORDEAUX BLEND

### PEDIGREE

Multiple gold medals, 5 star accolades  
& Business Class Air NZ

### TASTING NOTE

An amalgamation of stunning fruit, stylish  
oak & layers of integrated texture. Ripe  
blackberries, blackcurrants & cigar meld with  
juicy black doris plum. A superbly weighted  
palate framed by chocolatey tannins &  
great length. A velvet revolver designed for  
superior concealment.

PREMIUM  
BLACK COLLECTION

# A WINE FOR THE AGES

JOHN CARTER 'JC'  
NZ WINE INDUSTRY  
PIONEER, INNOVATOR  
& MENTOR

## JC RESERVE

### PEDIGREE

Consistent 5 star accolades  
& 95+ Points

### TASTING NOTE

Greeted by an alluring depth of colour, with notes of chocolate dustings and summer black cherry gateau. The palate is plush, rich and savoury with hints of black and red liquorice. Brooding red stone fruits with bursts of dark berry & earthen roots. Superbly structured & seamless, a wine with power, depth and a promise to develop magnificently.



JOHN CARTER was a NZ wine industry leader. His dedication to supply the very best winemaking and packaging products was both innovative and entrepreneurial.

In 1973 he started Brewers and Winemakers Supplies which sold corks, caps, barrels, yeasts, enzymes, filtration & machinery to the NZ Wine Industry. Over the next 27 years JC achieved majority market share through his strong work ethic, honesty and ability to smooth talk.

In the mid 90s Rachael Carter joined her Father working at Carter & Associates. Sold to Fosters Group in 2000, JC began his next journey in the NZ wine industry by investing in vineyards in both Marlborough and Waiheke Island.



PREMIUM  
BLACK COLLECTION

OVER \$100,000  
DONATED  
SO FAR

THE PINK SHEEP  
OF THE FAMILY /  
ALEXANDER MCQUEEN

**PINK SHEEP  
PINOT NOIR ROSÉ**

**NOMINATED CHARITY**

We donate 50c a bottle (\$6 per case)  
to Mental Health charities

**PEDIGREE**

Consistent 5 star accolades

**TASTING NOTE**

A finely concentrated dry Rosé with subtle richness, finesse & beauty. The palate has gorgeous crushed berries, juicy watermelon & soft red florals, leading to a delicious mouth-watering finish.

ALEXANDER McQUEEN referred to himself as the PINK SHEEP in the family. Suffering with depression he ended his life prematurely. Our PINK SHEEP PINOT NOIR ROSÉ donates 50c a bottle to a nominated mental health charity.

[WWW.SHOWINECO.COM/PINK](http://WWW.SHOWINECO.COM/PINK)

**NO MUD NO LOTUS**

The lotus flower is regarded as a symbol of purity, enlightenment, self-regeneration & rebirth. Its characteristics are a perfect analogy for the human condition. Even when its roots are in the muddiest waters, the lotus produces the most beautiful flower.



CHARITY COLLECTION

# PEGGY CARTER CROATIAN Matriarch of SoHo

## PEGGY SAUVIGNON BLANC

### PEDIGREE

Multiple gold medals  
& 5 star accolades



# JOHN CARTER SR DANISH Patriarch of SoHo

## JONNY CHARDONNAY

### PEDIGREE

Multiple 5 star accolades



# ICONIC & TRANS- FORMING Innovators

## ZIGGY PINOT GRIS

### PEDIGREE

Multiple gold medals  
& 5 star accolades



# BOB OBAMA Rach's Beloved Portuguese Water Dog



## BOBBY PINOT NOIR

### PEDIGREE

Champion Trophy &  
Champion Pinot Noir,  
multiple gold medals  
& 5 star accolades



# PEOPLE WITH PURPOSE & CHARM

## HARRY ROSÉ

### PEDIGREE

Champion Trophy,  
multiple gold medals  
& 5 star accolades

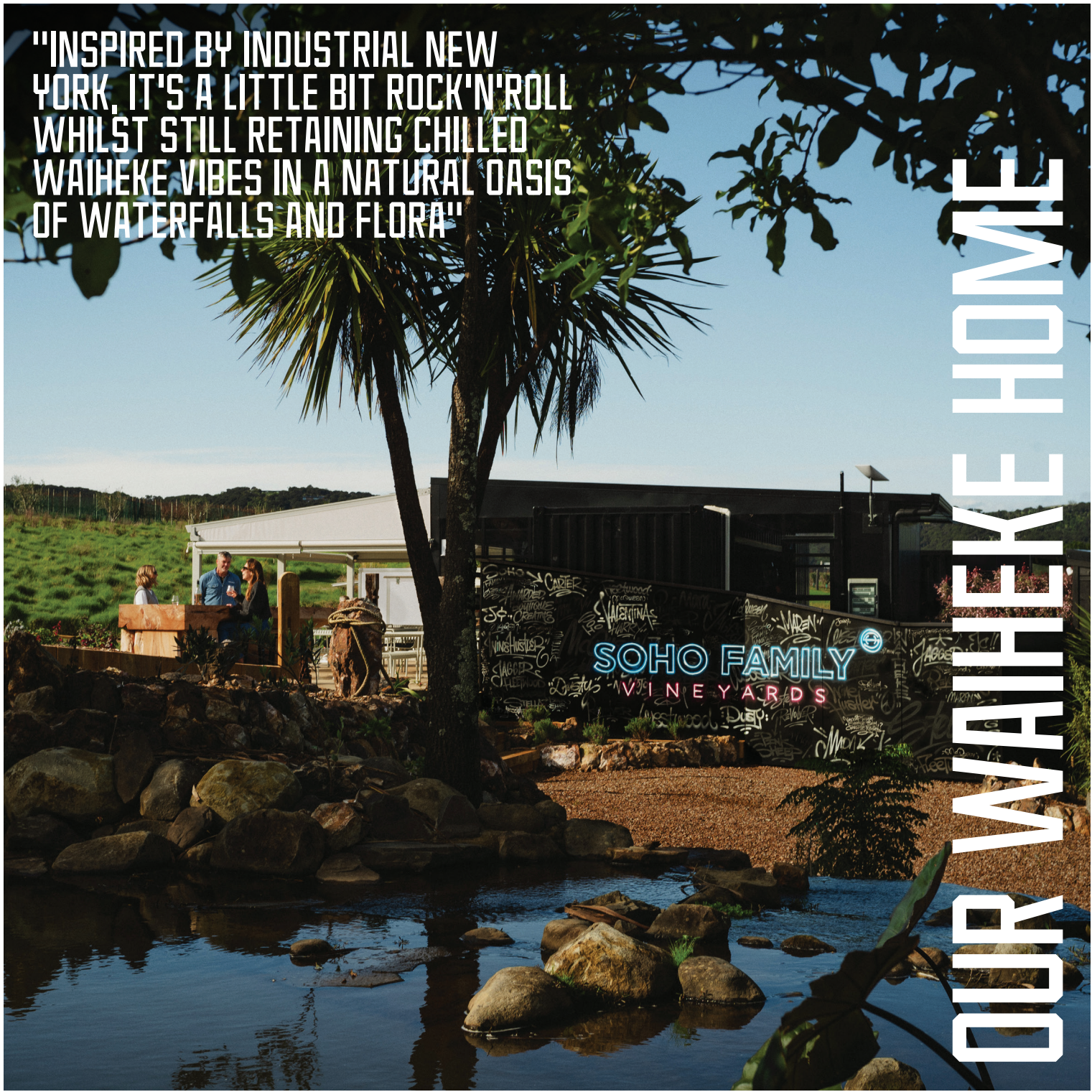



MARLBOROUGH  
WINES

# EVERYDAY RETAIL WHITE COLLECTION

"INSPIRED BY INDUSTRIAL NEW YORK, IT'S A LITTLE BIT ROCK'N'ROLL WHILST STILL RETAINING CHILLED WAIHEKE VIBES IN A NATURAL OASIS OF WATERFALLS AND FLORA"

OUR WAIHEKE HOME





**"I LIKE TO CHALLENGE HEMINGWAY - WINE IS THE MOST HOSPITABLE THING IN THE WORLD. IT IS A CONNECTOR OF COMPANIONS, A CONDUIT TO CONVERSATION. WINE BRINGS US TOGETHER. AND TO SERVE IT TO OUR FRIENDS AND FAMILY IS THE MOST REWARDING THING IN THE WORLD. WE CELEBRATE THIS AT THE SOHO CELLAR DOOR WITH EVERY POUR. WE CAN'T WAIT TO SEE YOU THERE."  
KATE FRANCIS / CELLAR DOOR GM**



74 ONETANGI RD  
H1

## SOHO CELLAR DOOR

74 ONETANGI RD, WAIHEKE ISLAND

### BOOKINGS

CELLARDOOR@SOHOWINECO.COM  
09 360 5443 [PRESS 1]

### GENERAL MANAGER

KATE FRANCIS  
KATE@SOHOWINECO.COM  
027 264 7603

### ASSISTANT MANAGER

CLARE DUNLEAVY  
CLARE@SOHOWINECO.COM

## SOHO HQ

L1, 202 JERVOIS RD, HERNE BAY, AUCKLAND 1011

### SOHO ORDERS / CUSTOMER SERVICE

CLARE CORNBERG  
WINE@SOHOWINECO.COM  
021 397 646

### SOHO ACCOUNTS

ELINOR MUDU  
ACCOUNTS@SOHOWINECO.COM  
09 360 5443 [PRESS 2]

### SOHO SALES

MAT REW  
MAT@SOHOWINECO.COM  
021 162 1886

### SOHO SALES

HAMISH ARMSTRONG  
HAMISH@SOHOWINECO.COM  
028 429 7129

### SOHO HOUSE WINEMAKER

PETE TURNER  
PETE@SOHOWINECO.COM  
021 941 185

### SOHO OG HUSTLER

RACH CARTER  
RACH@SOHOWINECO.COM  
021 66 7712

STALK US @SOHOWINECO

HUSTLERS & DEALERS