

## Top New Zealand vineyard in US marketing drive

One of New Zealand's top vineyards, Neudorf, is to join a marketing campaign aimed at boosting the stature and sales of the country's wines in the United States. A total of 21 vineyards are involved in the campaign.

The New Zealand government is matching the vineyards' contributions and will be investing NZ\$1.2 million (about R6.25 million) over two years. The campaign aims to break through the 'glass ceiling' believed to be hindering New Zealand wine sales in the US.

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