

## News Release

### PACIFIC RESORT HOTEL GROUP LAUNCHES EXCLUSIVE WINE RANGE

FOR IMMEDIATE RELEASE - 22 November 2018



At a first glance, you might not recognise the similarities between Gisborne, New Zealand and the tropical Cook Islands. However, when you take a closer look you will start to notice subtle parallels; long stretches of white sand beaches, a delectable sunny climate, stunning mountain ranges, and to top it all off, friendly locals who always do their utmost to ensure an experience you won't forget in a hurry.

On the East Coast of New Zealand's North Island, Gisborne is the country's fourth largest wine growing region; home to blend of large wine producers, boutique wineries, and

entrepreneurial growers. It is here you will find the award winning Longbush vineyard and winery, a family owned and operated company specialising in fine wines.

In July, 2018, Longbush joined forces with the award winning Pacific Resort Hotel Group (PRHG), to produce an exclusive range of wines for distribution at its Cook Islands properties. Owner of Longbush, John Thorp, says "there are always new developments in the business, different weather patterns effecting harvest and new markets to explore".

PRHG and Longbush relish their natural alliance. Gisborne's mountain ranges to the north and northeast shelter the region, while the dry climate is simultaneously cooled in summer by the north easterly breezes from over the Pacific Ocean. Gisborne's fertile sedimentary soils benefit favourably from these harmonious weather conditions and the result is an ideal environment for growing and producing world-class wines.

With over 25 years' experience in the industry, Thorp brings a wealth of experience and knowledge to producing quality wines. Thorp's team of winemakers harnessed the strengths of the Gisborne region to produce the range that includes a Merlot-Rosé, Pinot Gris, and Merlot for PRHG guests to savour.

PRHG and Longbush are deeply rooted in their respective communities and a sense of family is integral to both boutique operators. It seemed only fitting to name the wines around a concept of community; Māua, Nōku, and Tā'au. Māua, translated from Cook Islands Maori means belonging to us, is a vibrant and wonderfully framed Merlot-Rosé; Nōku, belonging to me, is an impressive and well balanced Pinot Gris, while Tā'au, belonging to you, is a young, sweet and cheeky medium bodied Merlot.

The range is now available in the little paradise of the Cook Islands and is being enjoyed by guests at the PRHG properties.



## Note to Editors

### About Pacific Resort Hotel Group

Pacific Resort Hotel Group (PRHG), is the Cook Islands leading independent collection of luxury and boutique beachfront resorts. PRHG operate boutique resorts and hospitality facilities underpinned by a focus on local culture, the environment, and unique architectural and landscaping design providing discerning guests with an authentic South Pacific experience. PRHG successfully owns and operates four award-winning resorts under the Pacific Resort brand and has partnered with a further two Cook Islands property under its Franchise Partner Hotel Program.



### About Pacific Resort Aitutaki

*Secluded Luxury...* Pacific Resort Aitutaki, an enclave of privacy, refinement and luxury that seduces even the most discerning traveler. Pacific Resort Aitutaki, a member of the Small Luxury Hotels of the World collection, has 29 luxurious 'absolute beachfront' bungalows, and villas all with their own personal, panoramic view of Aitutaki's world-famous lagoon.



### About Te Manava Luxury Villas & Spa

*The road less travelled...* Te Manava Luxury Villas & Spa has been designed just for you. This concept in luxury accommodation gives you the freedom to personalise your own leisure experience. Set on the beautiful white sand beach of Rarotonga's stunning Muri lagoon, your private villa awaits. How you choose to tailor your villa experience is completely up to you.



### About Little Polynesian Resort

*Inspiring Romance...* Little Polynesian is one of the Cook Islands' most intimate luxury boutique resorts. With just ten beachfront bungalows and four garden studios on a beautiful stretch of white sandy beach, Little Polynesian is committed to providing the ultimate Cook Islands experience through outstanding personalised service that surpasses all expectations.



### About Pacific Resort Rarotonga

*Authentic Boutique...* Pacific Resort is Rarotonga's leading full-service authentic boutique resort situated in an unrivaled location on the glorious white sands of Muri beach. This premium boutique resort offers a collection of 64, rooms, suites and villas with a perfect blend of modern comforts and traditional island hospitality.



### About Royal Takitumu (Partner property)

*Paradise, by true definition...* Situated on the majestic Titikaveka Beach, Royale Takitumu is the epitome of serenity, luxury and intimacy. Surrounded by beautifully manicured gardens, palm tree lined pathways lead to the stunning azure lagoon. The ten private, free-standing, thatched-roof villas offer unique, exclusive accommodation in the heart of South Seas Polynesia.



### About Moana Sands Group (Partner property)

*Your Piece of Paradise ...* Two of Moana Sands Group properties, Moana Sands Beachfront Hotel & Villas are located 5 minutes from one another and set on Rarotonga's stunning southern coast. A third property, Moana Sands Lagoon resort is located in Muri featuring magical lagoon views and modern facilities. This superior 3.5 star brand provides travellers with a range of accommodation options including suites, studios, villas and apartments in the most unspoiled setting for a tropical getaway.



For further information, visit [www.pacificresort.com](http://www.pacificresort.com) or contact:

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