

SOHO / UNIQUELY EMBODYING A PASSION FOR LIFE, CULTURE & ENTERTAINMENT



NZ WINE INDUSTRY PIONEER, INNOVATOR & SOHO'S MENTOR

John 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 oldest brother John Carter Jnr in working for JC. Renamed as Carter & Associates, it was later sold to Fosters Group in 2000 and JC began his next journey in the NZ wine industry by investing in vineyards in both Marlborough and Waiheke Island.

SOHO FAMILY

SOHO / UNIQUELY EMBODYING A PASSION FOR LIFE, CULTURE & ENTERTAINMENT.

Utilising our own Carter Family Vineyards & other boutique estates, we have chosen 3 of the best nz winemakers from Waiheke Island, Marlborough & Central Otago – giving each wine its own distinctive style & personality.

At SOHO we create premium wine reflective of our life & the amazing people & pets we share it with.

SOHO respects the traditional winemaking process but pushes the boundaries operating an unconventional ethos rooted in raw creativity. This coupled with a desire to be one of nz's most awarded boutique wine companies has made SOHO a wine icon of modernity.

ORGANIC & LOW INTERVENTION FOCUS

A new focus on Organic means that coupled with our winemakers' low intervention approach, SOHO continues to make ripples across the Wine Industry for producing gold medal winning wines encapsulated in stylish & contemporary branding.

RACHAEL CARTER SOHO'S FOUNDER

"OUR VISION IS FOR SOHO TO BE SERVED IN THE BEST BARS & RESTAURANTS AROUND THE WORLD"



DUR WINEMAKERS



MARLBOROUGH PETE TURNER

SOHO's Marlborough Winemaker, Pete Turner, believes wines must wear their hearts and roots on their sleeves. "In the winery, we try to awaken a wine's true personality but also add character and interest."

Slightly obsessive compulsive (in a strangely relaxed way), Pete's approach to life and wine has always been about the experience and the now! Running, hitting the Waiheke waves with his daughters, and enjoying good food and wine with mates are all elements of a perfect day – everyday!

"As winemakers, if we can help make any moment shared over a glass of wine more enjoyable, then we've succeeded."



WAIHEKE ISLAND JAMES ROWAN

James Rowan, our Waiheke Island winemaker, has a wonderful philosophy - "Wine, like life, is about texture. The fruit decides the style - we just guide it down the path, teasing out the nuances, playing in the shadows".

James is one of the NZ wine industry's true characters, his personality is like his wine, full of vigour & charm... trophies & gold medals earned are as outstanding as his facial hair!



CENTRAL OTAGO MATT CONNELL

Flavoursome, complex and balanced could describe Matt Connell's personality, much like his wines.

With a mantelpiece dripping in gold bling, when it comes to Pinot Noir, Matt has the Midas Touch.

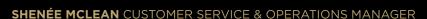
His Zen connection to the Central Otago winelands allows him to seek out and express the best qualities from every site and every vintage. Make no mistake, behind the laid-back, nice image Matt has grand expectations. Expect only the finest.

SOHO TEAM

RACHAEL CARTER FOUNDER, MANAGING DIRECTOR

As a youngster Rachael set out to work for her father in his wine supplies business. In 2002 Rachael started a screwcap company, her clever marketing "BEST SCREW ON THE PLANET" & hard work lead to a 98% market share & in 2008 she sold the screwcap business. In 2009 she created SOHO WINES to take on her father's growing vineyard portfolio. Her quest was to create a unique premium wine brand that embodied a passion for life, culture & all things fabulous. Her target market was herself (realising how much she actually drank this was a recipe for success!). Rach is known as the bionic woman (her spine & neck are full of Titanium), perhaps that explains her impressive ability to "no hands shot" a wine glass. Just as impressive is her Portfolio of wine, SOHO is regarded as one of NZ's most awarded boutique wine companies. SOHO VICE: Maren Riesling

+64 21 667 712 | RACH@SOHOWINECO.COM



Shenée (Shen, aka the "little one"). Starting as a 20 year old intern this SOHOt has been on the scene since 2015. She may be small, but she takes on the mighty role of getting the wine into bottle, production & packaging is her thing! If you need SOHO, she's your girl. One of our top dealers, she'll invoice your wine faster than you can say "that can't be my last bottle?!" When she's not in the SOHO office with her work "moms", you'll find her with a chard in hand groovin' to Elton & Fleetwood Mac... our little ones' got an old soul.

SOHO VICE: Fleetwood Chardonnay

+64 21 397 646 | WINE@SOHOWINECO.COM

ELINOR MUDU OFFICE MANAGER

SOHO's Office Manager since 2011. Elinor has been in Customer Service for more years than she would like to admit. A Mother of 2 little ones & of 8 big ones (being us!). She is our SOHO backbone and to list what she does for SOHO & the team is actually endless. The nicest person you could meet BUT if you don't pay your bill you will receive the wrath of this fiery Scot! When not at SOHO, she enjoys faffing with a glass of Chardonnay in hand while cooking up a storm for her Italian family & friends.

SOHO VICE: Carter Chardonnay

+64 22 633 6171 | ACCOUNTS@SOHOWINECO.COM

CAROLINA VUJCICH LOGISTICS MANAGER

A former banker, numbers are her thing. Since 2012 she has reigned as our Queen of dispatch! Maintaining & managing the warehouse and our distribution functions. Any problems, discrepancies or lost orders, Carolina is our CSI forensic expert. She makes sure that our beloved 'nectar' always reaches you in NZ or around the globe, interestingly enough she doesn't drink a drop!

SOHO VICE: McQueen Pinot Noir

+64 21 063 1482 | DISPATCH@SOHOWINECO.COM











MAT REW RETAIL & ON-PREMISE MANAGER

Mat Rew, a man of many talents! Beer and wine specialist, great dad, lead singer of City Newton Bombers, more of a Rabbitoh than Russell Crowe, a keen cricketer and former tailor to the stars!

His vivacious & infectious personality have earned him much respect not only by his peers, but also the entire liquor industry. He is uber passionate about most things in life especially wine & delivering great service to the many bars and restaurants he frequents. When not hustling wine, Mat loves a great tune and cranking up the Barbie... BBKing has come to town!

SOHO VICE: Revolver Merlot Blend

+64 21 162 1886 | MAT@SOHOWINECO.COM



HAMISH ARMSTRONG SALES & DISTRIBUTION ASSISTANT

The new kid on the block, here to bring the SOHO style bursting with fabulousness and personality.

Born in Marlborough, the heart of our wine country, some might say that wine is in his blood (or it might just be SOHO's Revolver) either way he is a keen enthusiast wanting to absorb as much knowledge as he can. Coming from Auckland's most popular restaurant he knows the ins and outs... with a passion and dedication for customer service and a well balanced blend of international travel and wine education making him blend seamlessly with the SOHO team. SOHO VICE: Jagger Pinot Gris

+64 28 429 7129 | HAMISH@SOHOWINECO.COM



MARY-THÉRÈSE BLAIR ON PREMISE & MARKETING MANAGER

Our resident Mermaid, Irish born Mary is part time wine sales, part time wine writer & judge, full time mother and all time fan of growing old disgracefully.

Mary is enthusiastic about wine with a special passion for organics – don't get her started, this one's a talker! When she's not selling or sipping SOHO she can be found cooking, gardening or trying to catch her breath at F45. SOHO VICE: Carter Chardonnay

+64 21 026 45276 | MARY@SOHOWINECO.COM



STEWERT BOURNE SUPPORT GUY

The hustler you want pouring your glass of wine, he's got the process down to a fine art! Taster extraordinaire and all round good guy. Before we met him, he hosted on our favourite international carrier, Air NZ for 20 years. Stewie joined us in 2020 as our support, merchandiser & delivery guy and now dispatch. He will drop wine to you quicker than the boss can down a chard. SOHO VICE: Stella Sauvignon Blanc

+64 21 718 019 | SUPPORTGUY@SOHOWINECO.COM

"MAKING SERIOUSLY GOOD WINE WITHOUT TAKING OURSELVES TOO SERIOUSLY"



WAIHEKE ISLAND CARTER FAMILY ONETANGI JOMARA VINEYARD



Waiheke Island sits in the Hauraki Gulf, east of Auckland at 36.8 S in latitude, where it is protected from the prevailing weather patterns, making it drier and warmer than the mainland (fact - not just an urban myth!) The maritime influence means that extreme heat spikes are cooled by the sea breezes which also have a buffering, insulating effect at night. So, even though it is technically a cool climate wine region, the overall growing degree days and mean temperatures are equal to that of much hotter regions such as Bordeaux and the Northern Rhone. Weather is typically most settled in February, March and April, when Waiheke experiences an "endless summer", allowing for generous hang-time of the grapes and picking at optimal ripeness. This said, winegrowing on Waiheke Island does have it's challenges with the abundant bird life (pests), early season humidity and sometimes unseasonal rainfall. However, this is winegrowing on the edge which always produces the most unique and interesting wine styles. Soils are predominantly clay loam with some volcanic ash and gravels, providing the wines with an approachable structure and relatively soft tannins.

Tucked into the hillside of the Onetangi Valley on Waiheke, the north-west facing aspect of the Carter Vineyard is protected from the cold Southerly winds. The marginal clay soils help to delay ripening, retain acidity, and intensify the flavours. The average vine age

is now approximately 18 years, the depth and richness from which is reflected in the wines. The vineyard is dry-farmed and the gentle slopes help with run-off in wetter seasons. In the vineyard, no expense is spared in the interests of wine quality. All viticultural work is done by hand from winter pruning, through shoot thinning and leaf plucking to harvesting. Naturally low yielding, each block is carefully assessed for balance and fruit is often dropped to the ground, so the vines can put all their energy to ripening fewer bunches (Yip, Winemaker's Dream, Accountant's Nightmare!)

Completely hand-crafted from vine to bottle, SOHO Waiheke wines are a labour of passion. The guardians of the winery (pedantic winemakers) guide the fruit from the start to the end of it's journey where fruit purity is respected first and foremost, so that the wines speak of their origins. Interest and complexity are built upon in the winery through careful oak selection, modern winemaking techniques and of course a little winemaking magic – Yes, the winemakers still get to have some fun.

Waiheke Island provides a unique terroir which spearheads the diversity of New Zealand wine. The Carter Family Vineyard showcases the pursuit of winegrowing excellence. SOHO brings this all together with a creative flair to deliver a bloody great wine experience. The SOHO wine hustlers and wine dealers continue to bring this experience to you!

CARTER FAMILY JOMARA VINEYARD, ONETANGI, WAIHEKE ISLAND WINEMAKER / JAMES ROWAN



MARA MÉTHODE ROSÉ BRUT

INSPIRATION

MARA, the older sister of SOHO's Croatian Matriarch (4/1/36-28/9/77)

PEDIGREE

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 jawdropping brut dry finish (zero dosage). Admired and desired by all, only this Madonna is attainable, but in very limited numbers.



SOHO WESTWOOD ROSÉ

INSPIRATION

Fiery, fabulous & flamboyant people

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.



SOHO CARTER CHARDONNAY

INSPIRATION

Maximus Carter Rach's beloved Dalmatian dog



PEDIGREE

Consistent 5 star accolades & TOP 10 Cuisine

SPEC

Hand harvested, New oak (37%) Coopers: Alain Fouquet & Francois Freres

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.



SOHO VALENTINA SYRAH

INSPIRATION

Lovers of perfection

PEDIGREE

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

SPEC

New oak (30%) Coopers: Alain Fouquet & Demptos COF plus (10%) American Demptos NAPA

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.



SOHO REVOLVER BORDEAUX BLEND

INSPIRATION

A "fully loaded" life

PEDIGREE

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

SPEC

Hand harvested, each vintage the Blend's componentry changes to include a selection or all red varietals grown on the vineyard Merlot, Malbec, Syrah, Petit Verdot, Cabernet Franc. New oak (44%) Coopers: Alain Fouquet & Demptos

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.



JC SOHO RESERVE SELECTION BLEND

INSPIRATION

The late John Carter

PEDIGREE

5 star accolades Consistent 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.

CARTER FAMILY ORGANIC CERTIFIED YARRUM & JOMARA VINEYARDS

Marlborough's consistent unrushed growing season, long bright summer days, temperate Pacific breeze & cool nights preserve the bright fruit characters, which result in the ability to produce crisp, zesty whites & suave, mouth-filling cool climate reds. Varietals: Sauvignon Blanc (principle), Pinot Noir, Pinot Gris, Chardonnay, Riesling & Rosé.

SOHO utilises both the Wairau & Awatere districts. Within these sub regions are a varying complex array of micro climates & soils creating pure, taut & focused wines.

SOHO's Jomara & Yarrum vineyards are located on the Southern side of the Wairau Valley. Vines are planted on free draining silty clay loams, whites are on the flats (citrus & grapefruit characters) & reds on closely planted hill slopes (cherry, plum & earthy characters).





CARTER FAMILY ORGANIC CERTIFIED YARRUM & JOMARA VINEYARDS, MARLBOROUGH WINEMAKER / PETE TURNER



SOHO STELLA SAUVIGNON BLANC

INSPIRATION

Women with classic confidence

PEDIGREE

Consistent triple gold medal winner, consistent 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 lusciousness. 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.



SOHO MAREN ORGANIC RIESLING

INSPIRATION

Maren Carter-Tattle Rach's baby girl

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.





SOHO FLEETWOOD ORGANIC CHARDONNAY

INSPIRATION

Timeless and distinctive songbirds

PEDIGREE

New to the Portfolio

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.





SOHO HAVANA ORGANIC PINOT NOIR

INSPIRATION

Havana, Cuba

PEDIGREE

Double Trophies (incl Best PN in NZ London Int. Wine Challenge) consistent triple golds, 5 star accolades & Business Class Air NZ

TASTING NOTE

The palate oozes plush dark plums, ripe berries, savoury dark herbs & smoky spicy oak. A smooth velvety mouthfeel with fine chocolatey tannins, finishing impressively long & silky. Worthy enough to be wrapped in tobacco leaf, Viva la SOHO Revolución.





NO MUD NO LOTUS

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.SOHOWINECO.COM/PINK

LOTUS FLOWER

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.



SOHO PINK SHEEP PINOT NOIR ROSÉ

INSPIRATION

The Pink Sheep of the family / Alexander McQueen

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.



CENTRAL OTAGO CLUTHA RIDGE VINEYARDS



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, short but intense summer, followed by a long, cool Autumn allow 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 area. This sub-regional combination provides complexity of aroma and flavour as well as the perfect balance of power and elegance in Pinot Noir. The extremes of temperature between day and night in Central Otago also produce rich, aromatic Pinot Gris.

CLUTHA RIDGE VINEYARDS, CENTRAL OTAGO WINEMAKER / MATT CONNELL



SOHO JAGGER PINOT GRIS

INSPIRATION

Men with full lipped swagger

PEDIGREE

Consistent 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.



SOHO McQUEEN PINOT NOIR

INSPIRATION

The King & Queen of Cool!

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.



SOHO WINES

EVERYDAY RETAIL COLLECTION

CARTER FAMILY VINEYARDS. MARLBORDUGH WINEMAKER / PETE TURNER



SOHO **PEGGY SAUVIGNON BLANC**

INSPIRATION

Peggy Carter Croatian Matriarch of SOHO

PEDIGREE

Multiple gold medals & 5 star accolades.

TASTING NOTE

Loaded with tropical lusciousness, freshly cut citrus & gorgeous minerality. Vibrant acidity & fine texture lead to a lingering juicy finish. Peggy, our unwavering epitome of tenderness & strength.



SOHO **ZIGGY PINOT GRIS**

INSPIRATION

Iconic & transforming innovators

PEDIGREE

Multiple gold medals & 5 star accolades.

TASTING NOTE

Dry in style, the palate is textural & lively with succulent pears, juicy citrus & ginger spice. Ziggy, authentically giving our taste buds a hedonic thrill.



SOHO **HARRY** ROSÉ

INSPIRATION

People with purpose & charm

PEDIGREE

Champion Trophy, multiple gold medals & 5 star accolades.

TASTING NOTE

A refreshing fusion of juicy berries, rosewater & royal sherbert lead to a delicious dry lingering finish. Harry is the quintessential wine of camaraderie.



SOHO **JONNY CHARDONNAY**

INSPIRATION

John Carter Snr Danish Patriarch of SOHO

PEDIGREE

Multiple 5 star accolades.

TASTING NOTE

A luxurious rich palate of lush stone fruits, toasted hazelnuts & creamy vanillin oak. The wine carries to a lingering finish of toast & butterscotch. Generous Jonny is our strength & motivator extraordinaire.



SOHO **BOBBY PINOT NOIR**



INSPIRATION

Bob Obama SOHO's Portuguese water dog

PEDIGREE

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

TASTING NOTE

Layered cherry, truffles & succulent plum unveil velvetv textures & the finest tannins. Devastatingly handsome, this loveable roque is the President of love & devotion.



GLOBAL PARTNERS







UTILISING OUR OWN CARTER FAMILY VINEYARDS & OTHER BOUTIQUE ESTATES, WE CREATE PREMIUM WINE REFLECTIVE OF OUR LIFE AND THE AMAZING PEOPLE & PETS WE SHARE IT WITH



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