

Sacred Hill Sizzle Video: 2 minutes

	Visuals	Description	Verbiage/Answers We're Trying to Get	Music (all copyright-free)
Section 1 Intro/Montage	Montage of photos/video on New Zealand, in general; landscapes, view over Dartmoor Valley; rugby; visual text	New Zealand is known for . . .	numerous islands, wildlife, rainforests, beaches, mountains, rivers, lakes and waterfalls, outdoor sporting activities, especially rugby	exciting New Zealand music
	Photos/video that would accompany these facts, visual text	A few New Zealand 101 facts; possible voice from interview with an introductory statement; could cut in and out from individual speaking while montage plays	<ul style="list-style-type: none"> • N.Z. is one of the flavors of the month when it comes to wine • although N.Z. produces less than one percent of the world's total production, the int'n'l wine media raves over their Sauvignon Blancs and Pinot Noirs • Sauvignon Blanc is the most widely planted grape • or something better mentioned by David or Tony 	
Section 2 General Message	Logo, bottle shots, wine labels, visual text	How does Sacred Hill rank in terms of US sales?	Sacred Hill is the 2nd leading New Zealand brand imported to the US	exciting mainstream US music
	Footage of interview, Founder David Mason and/or Winemaker Tony Bish; visual text; label from a New Harbor wine	How does Sacred Hill rank in terms of production?	Leading producer in New Zealand	
	Footage of interview David Mason/Tony Bish and visual text	Does Diageo produce any other New Zealand wines?	Same producer as Diageo's New Harbor, which also makes Sauvignon Blanc. Sacred Hill bottles New Harbor wines.	
Section 3 Growing areas	New Zealand country map: first full shot of country, then zooming in to Marlborough area; footage of vineyards; beautiful landscapes, visual text	Please discuss the main growing areas for Sacred Hill's wines, the terroir, and what it is about the region that is ideal for the grapes you produce.	Hells Gate, vineyard owned by Sacred Hill on sunny southern side of Marlborough's Wairu Valley; terroir: ? Central Otago is main growing region for Pinot Noir; terroir: ? need to ask in interview	sedate New Zealand music
Section 4 Interview w/Principal & winemaking discussion	Footage of David Mason during interview at the production facility in Hawke's Bay or tasting room in Dartmoor, or in vineyards; some B-roll of David Mason walking or driving	David Mason discusses his own and the winery's background	Transformation of pastoral family estate in Dartmoor to winemaking venture in the mid-eighties by brothers David and Mark Mason. David, Managing Director, nurtured winery through phenomenal growth phase. Hawke's Bay facility built in 1995. Any philosophies held by David (like quality never sacrificed to achieve growth in volume)	sedate New Zealand music

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	Footage of production facility in Hawke's Bay, winemaking equipment, winemaking activities, cutting in and out with Tony Bish; some B-roll of Tony Bish walking or driving	Tony Bish discusses his background, Sacred's winemaking techniques and sustainable and energy-efficient practices	<p>Tony – winemaking since '81 as lab tech, alternately skiing and working at different wineries; eventually launching Sacred Hill's first wine in 1986 with David Mason; focus on quality, starting with the vineyard; state-of-the-art technology & best barrels available; any specific techniques he uses & why</p> <p>Sauvignon Blanc – minimally handled and cool fermented</p> <p>Pinot Noir – cold soaking prior to fermentation with indigenous yeasts; hand-plunged through ferment for gentle extraction; 12 months aging French oak</p> <p>Sustainable – strive to preserve environment in and around vineyards; aim to reduce carbon usage & CO2 emissions while retaining quality of wine production</p>	
Section 5 Wine Tiers	bottle shots; footage of people drinking white wine, visual text; cut-ins of Tony Bish	Sauvignon Blanc, comments by Tony Bish	DC&E (Diageo Chateau & Estate Wines) will only be distributing Sauvignon Blanc and Pinot Noir (Sacred Hill produces four other wines); Sauvignon Blanc – regarded as one of N.Z.'s most decorated wines, garnering gold medal status for every vintage produced	a bit more upbeat New Zealand music
	bottle shots; footage of people drinking red wine, visual text; cut-ins of Tony Bish	Pinot Noir, comments by Tony Bish	Characteristics typical for the region (as opposed to US) are sweet fruit flavors and rich earthy tones; anything else he wants to say	
Section 6 Visitor Center	Footage of tasting room in Dartmoor, the <i>Cellar Door</i> , incl people partaking and any activities	Tasting room comments	Whatever they want to say	sedate New Zealand music
Section 7 Concluding message	More beautiful landscapes, beauty wine shots, people drinking wine, visual text	Possible voice from interview with an concluding statement; could cut in and out from individual speaking while visuals play; this is likely a David Mason statement.	We are excited that Diageo Chateau & Estate Wines recently received exclusive rights to market and distribute Sacred Hill wines in the United States. Benefits of new structure. Any other good, concluding statement.	exciting New Zealand music