

# Tohu Wines

Based in New Zealand's South Island, a world renowned area for its wineries, Tohu Wines are an iconic brand with an extensive collection of excellent wines.

## B2C Online Wine Sales

Tohu Wines are produced by the world's first Maori owned wine company. Their wines are a superb example of varietal excellence with a unique and distinct appeal. Tohu's vineyards are situated in Marlborough, Gisborne and Nelson, three of New Zealand's premier wine growing regions.

 <p><b>Awards</b>  <b>Gold</b> - Air New Zealand Wine Awards 2006            Bronze – New Zealand International Wine Show 2006            Bronze – Royal Easter Wine Show 2007</p>	 <p><b>Awards</b>  <b>Gold</b>- New Zealand International Wine Show 2006            Silver - Air New Zealand Wine Awards 2006            Bronze – Bragato Wine Show 2006            Bronze – Royal Easter Wine Show 2007</p>
 <p><b>Awards</b>            Four Stars – Cuisine January 2007            Bronze – Air New Zealand Wine Awards 2006            Bronze – New Zealand International Wine Show 2006            Bronze – Royal Easter Wine Show 2007</p>	 <p><b>Awards</b>            Silver - Air New Zealand Wine Awards 2006            Bronze – International Chardonnay Challenge 2006            Bronze – New Zealand International Wine Show 2006            Bronze – Royal Easter Wine Show 2007</p>
 <p><b>Awards</b>            Silver - Air New Zealand Wine Awards 2006            Bronze – Liquorland Top 100 Wine Awards 2006            Bronze – International Chardonnay Challenge 2006            Bronze – New Zealand International Wine Show 2006</p>	 <p><b>Awards</b>            Bronze – Bragato Wine Show 2006            Bronze – New Zealand International Wine Show 2006            Bronze - Air New Zealand Wine Awards 2006</p>

True to Maori culture, there is a strong spiritual aspect to everything produced and grown by Maori. As custodians of this precious gift (land and vineyards), Tohu believe it's their responsibility to ensure it is passed onto future generations in pristine condition. Their vineyards are certified by Sustainable Winegrowing New Zealand, they see this program as an integral part of our values, working with the environment without compromising quality and integrity.

### **The Electron® Commerce Solution**

*"Tohu Wines look forward to implementing the B2C system. We foresee the following benefits from utilising the Electron® B2C Shopfront:*

- ✓ *Increase direct sales activity*
- ✓ *Frequent communication with customer base*
- ✓ *Reduction of bad debt*
- ✓ *Facilitate regular cash flow*

*The team at iP3 Systems have been terrific to work with. Fast, friendly service has been extremely appreciated, especially while working through a new system!"*

**Jo De Fazio** - Tohu Wines **Marketing Manager**

Tohu Wines is now Live with their Electron® B2C Shopfront with plans to roll-out Electron® B2B to enable them to sell online with their trade customers.

iP3 is proud of having Tohu Wines as one of its most valued accounts; an iconic Wine producer from the pristine Marlborough region in the heart of GodZone, New Zealand.

Visit Tohu Wines Electron®: <http://www.tohutrade.co.nz/b2c>