

ANAKENA TODAY

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TENNIS LEGEND BORIS BECKER PARTNERS WITH ANAKENA WINES

Boris Becker will play a key role in the promotion of the new Anakena Birdman wines with the story *Ambition and Dedication*. The multiple Grand Slam winner joins Jamie Murray as an Anakena brand ambassador.



Boris Becker, the six-time Grand Slam winner and former world number one tennis star, has been unveiled as a brand ambassador for Anakena. This announcement further strengthens Anakena's presence in tennis, complementing its existing partnerships with British Tennis and current number 4 doubles player, Jamie Murray.

The new Birdman wines and the Ambition and Dedication articulates Anakena's story, with the name coming from an ancient Chilean 'Birdman' legend. The legend tells that every spring the Easter Island sea bird 'Manutara' would lay its precious egg in a secret hideaway somewhere in the coastal cliffs on the islet of Motu Nui. The men from Rapa Nui (Easter Island) would show their worth by swimming the long distance to the islet in search of the egg. The first islander to bring it back safely was given the title of 'Tangata Manu', the Birdman. The victor would be bestowed with honour and fortune for the whole year until the race was swam again. The Anakena Birdman Series of wines plays homage to the competitive spirit of the Birdman.



Boris Becker, Anakena Wines Ambassador, said: "Anakena's story of Ambition and Dedication resonates with my experiences as both a tennis player and coach so I am delighted to partner with Anakena to help them tell their story"



MERLOT

A fruit driven wine bursting with raspberry aromas and blackberry flavours, Anakena Birdman Merlot has a smooth texture and pleasing finish.



CABERNET SAUVIGNON

A full-bodied wine with bramble and plum characters, Anakena Birdman Cabernet Sauvignon has a rich, full palate packed with juicy fruit and a lingering finish.



SAUVIGNON BLANC

A crisp and refreshing wine, Anakena Birdman Sauvignon Blanc is the perfect expression of the Chilean terroir, displaying lemon and pink grapefruit aromas with tropical fruit on the palate.