ELECTRIC EXECUTIVE

PRODUCT MANUAL 2026/27

Private hosted days in a Great Wine *Capital*.

Wine, food and the people behind them in Hawke's Bay, New Zealand. Private parties of two to seven, a named local host and an electric-first fleet.

DISCOVERY SIGNATURE RESERVE ARTISAN PRODUCERS BESPOKE AND SPECIALIST DAYS

TRANSFERS, GROUPS AND PRIVATE AVIATION

WELCOME

Owner-operated, locally hosted, *quietly electric*.

Electric Executive is Hawke's Bay's specialist ground partner, owner-operated from Havelock North. We design, book and deliver complete Hawke's Bay programmes: four published wine and food tours, bespoke days with local producers and winemakers, groups and events, and every transfer between the airport, the lodges and the cellar doors, in an electric-first fleet.

We are the preferred transport partner to Rosewood Cape Kidnappers, the Official Transport Partner to Craggy Range and a preferred provider to Porters Boutique Hotel, and we look after their guests every week. Our direct relationships with the region's producers, winemakers and venues open doors the public cannot book.

We built this manual for agents, DMCs and concierges. We work alongside New Zealand's DMCs and inbound operators, deliver under your brand and never approach your clients. Every product page gives the duration, departure, inclusions, retail rate and the notes your team needs to sell it with confidence.

- Great Wine Capitals Best Of Wine Tourism Award of Excellence, Sustainable Wine Tourism Practices, 2026 and 2027
- Qualmark Silver, Sustainable Tourism Business
- Official Air New Zealand Taxi Partner for Hawke's Bay
- Signatory to the Tourism Sustainability Commitment

CONTENTS

In this *manual*

Welcome	02
Our destination	03
Our vehicles	04
Our hosts	05
Great Wine Capital Discovery	06
Great Wine Capital Signature	07
Great Wine Capital Reserve	08
Artisan Producers Tour	09
Behind the scenes: meet the makers	10
Private access, bespoke and specialist days	11
Transfers, groups and private aviation	12
Working with us	13

Retail rates, tour breakdowns, a one-page product cheat sheet and six high-resolution images sit alongside this manual at **www.elecexec.co.nz/trade**.

OUR DESTINATION

Hawke's Bay, a Great Wine *Capital*.

One of eleven Great Wine Capitals in the world, and the only one in New Zealand.

Hawke's Bay sits on the east coast of the North Island, a short flight from Auckland, Wellington and Christchurch into Hawke's Bay Airport (NPE) at Napier. It is New Zealand's oldest wine region, and its wineries sit ten to twenty minutes apart across the Heretaunga Plains, the Gimblett Gravels and the coast.

Beyond the vines, the region grows much of the country's fruit and vegetables. Napier holds one of the world's finest collections of Art Deco architecture, Te Mata Peak rises 399 metres above Havelock North, and the gannet colony and golf course at Cape Kidnappers sit on the cliffs to the south.

10 to 20
minutes between wineries

4
collection areas: Napier, Hastings, Havelock North, Cape Kidnappers

2 to 7
guests per private tour

Where we collect

Every tour collects guests from their accommodation in Napier, Hastings, Havelock North or Cape Kidnappers, including Rosewood Cape Kidnappers, and returns them there. Cruise guests: we collect from the ship side for private bookings of six or more with 48 hours' notice, and from the Napier i-SITE cruise shuttle stop otherwise.

OUR VEHICLES

Electric-first, and honest *about it*.

Our core touring fleet is fully electric: the Mercedes-Benz eVito and the BYD Atto 3. For a guest, that means a quiet, smooth ride between cellar doors and zero tailpipe emissions on every electric tour. For many, it is their first journey in an electric vehicle.

We also run two diesel vehicles, the Mercedes-Benz V-Class and the Sprinter, for larger parties and longer distances. We say so plainly, and we name the allocated vehicle in every confirmation.

Vehicle	Drive	Capacity	Use
Mercedes-Benz eVito	Fully electric	7 guests, or 4 with full luggage	Our core touring vehicle
BYD Atto 3	Fully electric	3 guests	Tours for a party of two
Tesla Model Y	Fully electric	3 guests	Contractor-supplied
Mercedes-Benz V-Class	Diesel	5 guests, captain's chairs	Owner-driver supplied
Mercedes-Benz Sprinter	Diesel	11 guests	Larger parties and groups

- Chilled local water on board
- Luggage truck, 18 to 20 cubic metres, about 80 cases, plus two covered trailers for up to 12 sets of golf clubs
- We always hold a backup vehicle
- Our partner fleet adds a 41-seat luxury coach, two 18-seat Sprinters and two 7-seat V-Class: 10 vehicles and 120 guest seats in one movement. See page 12

OUR HOSTS

A named host, not a *driver*.

Every tour runs with one host for the whole day, and we name them when we confirm. Our hosts share the stories of the Heretaunga Plains from a written cultural and sustainability script, and they know the people behind every door we open.

- Police vetted, driver safety tested and first aid certified
- Local to Hawke's Bay
- Owner-operated: one accountable contact

Duncan Darroch
Founder. A trained winemaker, with a University of Auckland Postgraduate Diploma in Wine Science with Distinction, vintages at Kumeu River and Villa Maria, then a decade teaching science.

Niki Willis
Decades of professional driving and wine tour hosting across Hawke's Bay wine country.

Philip Shambrook
A former Royal Air Force officer and community leader who hosts our Te Mata Peak excursions.

Leo Olsen
A New Zealander for 20 years who loves sharing the journey with every guest.

Trevor Morrison
Formerly Chief Pilot at Napier Port, Trevor brings calm precision to every journey.

Heather Clinton
Formerly of Zest Food Tours Wellington, Heather leads with food, people and what makes Hawke's Bay tick.

Ginny Williams
A former tour guide and winery and distillery cellar door manager, and a Hawke's Bay local for more than 30 years.

Louise Shambrook
A former Royal Air Force officer and business manager who has called Hawke's Bay home for more than 20 years.

Bronnie Coory
A foundation of Electric Executive and a former charity general manager.

Specialist hosts, by arrangement

SOMMELIER

Sonja Eberly

Designs and hosts a bespoke wine day around a guest's own palate, with winemaker-hosted tastings.

FOOD GUIDE

Heather Clinton

Hosts the Artisan Producers Tour and bespoke food days.

GOLF HOST

Douglas Taylor

Curates and hosts golf at Cape Kidnappers and across the region.

We price specialist-hosted days on request.

HALF DAY, WINE AND CULTURE

From $225

PER PERSON, NZD, GST INCLUDED

4 HOURS · SEVEN DAYS, YEAR ROUND

Great Wine Capital Discovery

Wine, ancient navigation and the landscape that shaped both, in one unhurried morning or afternoon.

We open at Ātea a Rangi, the Celestial Compass on the Hawke's Bay coast. We hold official access to the site, and our host shares its story through an approved cultural interpretation script: how traditional navigators read the stars, the sun and the moon to cross the Pacific.

Inland, guests taste at Te Mata Estate, New Zealand's oldest family-owned winery, among the vineyards that built the region's reputation. The day closes on the summit of Te Mata Peak, 399 metres above the Tukituki Valley, with views to the Pacific.

At a glance

DURATION
4 hours

DEPARTS
By arrangement. You choose the start time.

OPERATES
Seven days, year round

LUNCH
Not included

PARTY SIZE
Private, 2 to 7 guests. 8 or more by quotation

PICK UP
Accommodation in Napier, Hastings, Havelock North or Cape Kidnappers

Inclusions

- Ātea a Rangi Celestial Compass, with cultural commentary
- Te Mata Estate Discovery Tasting
- Te Mata Peak summit
- Private vehicle and named host for the duration
- Collection from and return to accommodation

GUESTS	2	3	4	5	6	7
Per person	$540	$425	$330	$300	$255	$225

Retail, per person, New Zealand dollars, GST included. Children 5 to 12 at 50 percent, under 5 free. Accredited partners book from the Trade Programme Guide.

- Does not include food.
- Our most flexible product: it fits around a morning arrival or an afternoon departure.

HALF DAY, THREE WINERIES

From $445

PER PERSON, NZD, GST INCLUDED

5 HOURS · SEVEN DAYS, YEAR ROUND

Great Wine Capital Signature

Three internationally acclaimed wineries, ten to twenty minutes apart, with a guided tasting at each.

The suggested route runs Craggy Range, then Te Mata Estate with an additional Coleraine tasting, then the Smith & Sheth Lieux-Dits flight in the Oenotheque at the Village Exchange: five single-vineyard wines from three Hawke's Bay sub-regions.

Light platters travel with the tastings: cheeses and charcuterie at Craggy Range, and cheeses with the Lieux-Dits flight. Hawke's Bay's short distances mean five hours here covers ground that takes eight in most wine regions.

At a glance

DURATION
5 hours

DEPARTS
By arrangement. You choose the start time.

OPERATES
Seven days, year round

LUNCH
Light platters, not a full lunch

PARTY SIZE
Private, 2 to 7 guests. 8 or more by quotation

PICK UP
Accommodation in Napier, Hastings, Havelock North or Cape Kidnappers

Inclusions

- Guided tastings at three wineries
- Craggy Range cheese and charcuterie platter
- Smith & Sheth Lieux-Dits flight with a cheese platter
- Private vehicle and named host for the duration
- Collection from and return to accommodation

GUESTS	2	3	4	5	6	7
Per person	$795	$595	$595	$495	$495	$445

Retail, per person, New Zealand dollars, GST included. Children 5 to 12 at 50 percent, under 5 free. Accredited partners book from the Trade Programme Guide.

- A tasting tour, not a lunch tour. For a full lunch, sell the Reserve.
- Beverages beyond the tastings are not included.

FULL DAY, AWARD WINNERS AND LUNCH

From $780

PER PERSON, NZD, GST INCLUDED

7 HOURS · TUESDAY TO SATURDAY

Great Wine Capital Reserve

A full day at the pace the region deserves. Every stop is a Great Wine Capitals Best Of Wine Tourism winner.

Church Road took the Global Best Of Wine Tourism award in 2026. Craggy Range has won Architecture and Landscape and Culinary Experiences twice each. Smith & Sheth have won Innovative Wine Tourism Experiences three years running.

At the centre of the day sits the Signature Table set menu at Craggy Range, beneath the Te Mata Peak escarpment, with produce from the property's organic garden. We hold two and a half hours for it.

The day, New Zealand time

10:00	Collection from accommodation
10:30	Church Road, Taradale. The Icon Tasting
12:00	Craggy Range. The Craggy Range Wine Experience
13:00	Signature Table set menu lunch, Craggy Range
15:45	Smith & Sheth Lieux-Dits flight, Village Exchange
17:00	Return to accommodation

At a glance

DURATION
7 hours

DEPARTS
10:00, returns 17:00

OPERATES
Tuesday to Saturday

LUNCH
Signature Table set menu, Craggy Range

PARTY SIZE
Private, 2 to 7 guests. 8 or more by quotation

PICK UP
Accommodation in Napier, Hastings, Havelock North or Cape Kidnappers

Inclusions

- The Icon Tasting at Church Road
- The Craggy Range Wine Experience
- Signature Table set menu lunch at Craggy Range
- Smith & Sheth Lieux-Dits flight with a cheese platter
- All winery and restaurant reservations held for you
- Private vehicle and named host for the full day

GUESTS	2	3	4	5	6	7
Per person	$1,150	$880	$880	$820	$820	$780

Retail, per person, New Zealand dollars, GST included. Children 5 to 12 at 50 percent, under 5 free. Accredited partners book from the Trade Programme Guide.

- Beverages and wine pairing with lunch are not included.
- We substitute Black Barn Bistro if Craggy Range is unavailable.

FULL DAY, BEHIND THE SCENES WITH THE MAKERS

From $695

PER PERSON, NZD, GST INCLUDED

6 HOURS · SEVEN DAYS, ON THREE ITINERARIES

Artisan Producers Tour

Hawke's Bay feeds the country. This is the day guests meet the people who grow it, make it and sell it.

This is not a cellar door day. Guests meet the growers and makers on their own land and in their own workrooms, and hear the stories behind the food.

Inclusions

- Monday to Friday: meet the roaster at Hawthorne Coffee Roastery, then the Arataki Honey tasting room and education centre
- Saturday: Bellatino's Food Lovers Market, then the Arataki Honey tasting room and education centre
- Sunday: the Hawke's Bay Farmers' Market, with coffee, producer stories, samples and a market bag
- Orchard tour and platter lunch in the Figgery at Te Mata Figs
- Afternoon tea in the Birdwoods conservatory, ostrich feeding, sculpture garden and sweet shop
- Real fruit ice cream and fresh fruit at Bay Blue (Friday to Sunday, November to Easter) or the Strawberry Patch
- Artisan product gift bag

At a glance

DURATION
6 hours

DEPARTS
10:00, returns 16:00

OPERATES
Seven days, on three itineraries

LUNCH
Orchard platter lunch, Te Mata Figs

PARTY SIZE
Private, 2 to 7 guests. 8 or more by quotation

PICK UP
Accommodation in Napier, Hastings, Havelock North or Cape Kidnappers

GUESTS	2	3	4	5	6	7
Per person	$995	$850	$850	$750	$750	$695

Retail, per person, New Zealand dollars, GST included. Children 5 to 12 at 50 percent, under 5 free. Accredited partners book from the Trade Programme Guide.

- Te Mata Figs is a fully gluten-free venue and does not allow outside food.
- Birdwoods cannot cater for keto or paleo diets. Send dietary needs at booking.
- Runs unchanged on Napier cruise ship days. Private hosted tastings and a long lunch at Craggy Range or Black Barn Bistro on request.

BEHIND THE SCENES

Meet the makers, on their own *ground*.

A cellar door serves whoever walks in. The people who grow and make the produce host these visits, and the public cannot book most of them.

Te Mata Figs

Helen and Murray Douglas left corporate life in Sydney in 2008 and began with 300 trees and a set of golf clubs. Today 23 varieties grow organic and spray free, making them New Zealand's biggest fig producer. Guests tour the orchard, learn why New Zealand figs need no wasp to pollinate them, then sit down to a platter lunch.

Arataki Honey

Percy Berry registered 131 hives on Arataki Road in 1944. Four generations on, Arataki is New Zealand's largest commercial beekeeper. Guests taste in the tasting room and explore the education centre, Monday to Saturday. Private hosted tastings on request.

Birdwoods

Louise Stobart began making metal birds from recycled oil drums on her family's Zimbabwe farm. Guests take afternoon tea in the conservatory, feed the ostriches, wander the sculpture garden and visit the sweet shop in a Victorian cottage.

Hawthorne Coffee Roastery

Owned by Tom and Benita Ormond, Hawthorne roasts 100% Arabica beans into five award-winning blends. On weekdays guests meet the roaster over the first coffee of the day.

What we arrange that guests cannot book *online*.

Private access

- Official access to Ātea a Rangi, the Celestial Compass, with an approved cultural interpretation script
- Private hosted honey tastings at Arataki Honey, arranged on request
- Hosted visits at Hawthorne Coffee Roastery and Te Mata Figs, and a coffee cupping at the FirstHand Coffee Workroom
- Hosted tours of the organic farm at Hōhepa Hawke's Bay
- Private tastings at St Andrews Limes and Six Barrel Soda
- Winemaker-hosted group tastings, including Fig Alley at Black Barn
- Held reservations at Craggy Range, for tastings and the Signature Table lunch

Bespoke days

Send us the guest's own itinerary, including one written with an AI tool. We check every stop against real opening hours, tasting times and drive times, make every reservation, and return a priced, confirmed day by email.

$240 NZD per hour, per vehicle, GST included, two hour minimum. Venue costs pass through at cost, with no margin added.

Our four published tours run exactly as published, so a change of venue or an added course becomes a bespoke day.

Groups and specialist hosts

Parties of eight or more, and multi-vehicle days, by quotation. In September 2026 we planned and ran a winemaker tasting and long lunch at Black Barn for a 40 guest incentive group; the runsheet and sample menu are at www.elecexec.co.nz/trade.

Sommelier Sonja Eberly, food guide Heather Clinton and golf host Douglas Taylor host specialist days by arrangement, priced on request.

"They look after guests we regard as among our most valuable, and they do so with a level of care, detail and professionalism we rely on."

Lee Parker, Cruise Manager, ID New Zealand

"Their commitment to caring for the land through sustainable business practices, and their genuine love for connecting like-minded people in the region with visitors wanting to experience both people and place is infectious."

Anna Neilson, Best Of Wine Tourism judge, on Hawke's Bay Experiences, now part of Electric Executive

The whole stay, from wheels down to wheels *up*.

Whole-of-stay itineraries

Most trade enquiries reach us as a whole Hawke's Bay stay. We build each one from scratch: the arrival transfer, a golf day at Cape Kidnappers, a half-day wine, food or producers tour, dinner runs and the departure, with one contact and one confirmation for the lot.

Sommelier itinerary design

Our sommelier, Sonja Eberly, designs multi-day wine programmes around the guest's palate, with winemaker-hosted tastings, library vintages and held reservations. Price on application.

Packages for your agency to sell

Tour or transfer packages exclusive to your programme, at nett, sold under your own product name.

Large groups and DMC programmes

Full programme coordination for DMCs: group arrivals and departures, excursions, venue bookings, winery days and conference shuttles, on one runsheet. Our own five vehicles carry 29 guests; our contracted partner fleet adds 91 seats.

Luxury touring coach	41 guests
Mercedes-Benz Sprinter	18 guests
Mercedes-Benz Sprinter	18 guests
Mercedes-Benz V-Class	7 guests
Mercedes-Benz V-Class	7 guests
Total, with our fleet	**10 vehicles, 120 seats**

Example: 40 guests, Sprinter convoy

Partner Sprinter	18 seats	16 guests, EE chauffeur
Partner Sprinter	18 seats	16 guests, EE chauffeur
Our Sprinter	11 seats	8 guests and the group host
Luggage truck	80 cases	Runs ahead to the hotel

47 seats for 40 guests. Or one 41-seat luxury coach. Partner vehicles are diesel.

Private aviation, FBO and airside

For private and charter flights into Hawke's Bay Airport (NPE), we coordinate with the FBO and arrange airside access for each movement, so the vehicle meets the aircraft on the apron and luggage moves straight across. Departures run in reverse. Add $80 NZD in the Executive Fleet or $95 NZD in the Sprinter.

Published transfer fares

Per vehicle, NZD, GST incl.	Up to 7	Sprinter
Airport to Napier hotel	$300	$345
Airport to Hastings or Havelock North	$360	$415
Airport to Rosewood Cape Kidnappers	$520	$600
Rosewood Cape Kidnappers to airport	$480	$550
Hotel to Cape Kidnappers golf, each way	$300	$370
Chauffeur by the hour, 2 hour min.	$240	$276

Rosewood-standard inclusions, for every guest

- Meet at the arrival gate, with flight tracking and a 30 minute domestic or 90 minute international grace period
- Chauffeurs trained to Rosewood Cape Kidnappers' five-star standard
- Wi-Fi, chilled glass-bottled water, refreshments and device charging in every vehicle
- A hosted Napier Art Deco city tour and sightseeing stops on every private arrival transfer
- Driver and vehicle named in every confirmation

"Unparalleled Journeys has an established working relationship with Electric Executive and we regard them as a professional and valuable tourism partner in Hawke's Bay. Their service offering aligns well with the expectations of the international visitors we work with, particularly those seeking high-quality, sustainable and locally focused experiences."

Deb Lynch, General Manager, Unparalleled Journeys

ELECTRIC EXECUTIVE

WORKING WITH US

We want to make your job *easy*.

- We answer trade quotes within 24 hours, Monday to Friday, New Zealand time, and usually sooner.
- Accredited partners receive our Trade Programme Guide, with nett rates, programme services and terms, by email the same working day.
- Bespoke and multi-day programmes are proposed in three lines: vehicles and hosts, experiences, and programme design and management.
- Every confirmation names the guest, date and time in New Zealand time, party size, route, host and vehicle.
- Account billing monthly or per booking.
- $10 million NZD public liability cover. Small Passenger Service Licence 0332519.
- We encourage famils and site inspections. Ask, and we will arrange a vehicle and host.

Cancellation, tours

Free more than 30 days before the tour date, 50 percent from 30 to 14 days, 100 percent inside 14 days. From 21 December to 6 January, 50 percent from confirmation and 100 percent inside 30 days. Full terms: www.elecexec.co.nz/booking-terms

CONTACT

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ACCOUNTS	office@elecexec.co.nz
TRADE RESOURCES	www.elecexec.co.nz/trade
TERMS	www.elecexec.co.nz/booking-terms
OFFICE	25 Tanner Street, Havelock North, Hawke's Bay, New Zealand
HOURS	04:00 to 23:00 daily, New Zealand time

"Your commitment to quality, flexibility, and delivering a seamless experience has not gone unnoticed."

Guest Experience Coordinator, Rosewood Cape Kidnappers

Electric Executive Limited. Great Wine Capitals Best Of Wine Tourism Award of Excellence, Sustainable Wine Tourism Practices, 2026 and 2027. Qualmark Silver. Rates and inclusions current at October 2026; the live website carries current retail rates.