



NEW ZEALAND

Wine industry in New Zealand

September 2007

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Overview

New Zealand wine from the finest natural resources

New Zealand is a country of dramatic contrasts – snow-capped mountain ranges, dense native forests, fertile plains and inspiring coastlines. This spectacular landscape combines with the perfect climate, skill and innovation to produce highly distinctive, premium quality wines, sought after the world over.

With New Zealand's wine growing regions spanning the latitudes of 34 to 47 degrees and covering the length of 1,600 kilometres (1,000 miles), grapes are grown in a diverse range of climates and soil types, producing an exciting array of styles. The northern hemisphere equivalent of wine growing regions would run from Bordeaux down to southern Spain.

The temperate, maritime climate has a strong influence on the country's predominantly coastal vineyards. Vines are warmed by strong, clear sunlight during the day and cooled by sea breezes at night. The long, slow ripening period helps to retain the vibrant varietal flavours that makes New Zealand wine so distinctive.

Committed to growth and innovation

In 2007, New Zealand wine exports were worth \$698.3 million, a massive increase from the \$60 million the industry was exporting just a decade earlier, and a 37 percent increase over 2006.

Once small and family-based, the New Zealand wine industry has grown and today is technologically advanced, producing a wide variety of distinctive, clean, character-filled wines.

This information was prepared by New Zealand Trade and Enterprise. Visit newzealand.com/business for more information about New Zealand and its export industries.



Many of the country's winemakers and viticulturalists have studied winemaking and worked in Australia, Europe or North America.

While it was sauvignon blanc from Marlborough that first captured the world's attention, the impressive quality of numerous other varieties are enhancing New Zealand's reputation as a producer of world-class wines, including pinot noir, chardonnay, riesling, cabernet sauvignon and merlot blends.

The Pinot Noir conferences, held every three years, has done much to put this variety on the international stage and, in 2006, it became the second largest export variety.

The food-friendly nature of New Zealand wines makes them a favourite with top chefs and discerning consumers. New Zealand cuisine draws inspiration from the traditional kitchens of France and Italy, as well as the exotic dishes of Asia and the Pacific Rim, and wine styles have evolved to complement this extensive menu.

Working towards sustainability

As world demand continues to grow for premium New Zealand wines, the country's winemakers and grape growers are determined to maintain the quality that has won the industry such an enviable reputation. They are also committed to producing wines in a sustainable and environmentally friendly manner in keeping with New Zealand's clean and green image, developing an industry standard for sustainability.

New Zealand Winegrowers (the organisation that represents and promotes the national and international interests of the New Zealand wine industry) is developing a policy which aims to have all New Zealand grapes and wine produced under independently-audited sustainability schemes by vintage 2012. This builds on more than a decade's in-depth experience with sustainability issues through Sustainable Winegrowing New Zealand (SWNZ), an industry standard for sustainability.

SWNZ provides the framework for companies to continually work towards improving all aspects of their performance in terms of environmental, social and economic sustainability in both the vineyard and the winery. SWNZ is one of the most well established industry standards for sustainability in any wine-producing country. Today more than 60 percent of the total vineyard area is managed under SWNZ rules and wineries in the programme account for around 70 percent of wine production. The vision for SWNZ is to be the world-leading environmental management programme for sustainable production of grapes and wines.

New Zealand Winegrowers has also funded a wide range of research into sustainable production methods and was a key player in the development of a BioGro organic grape and wine standard.

Fast facts

(source: www.hortresearch.co.nz/files/aboutus/factsandfigs/ff2007.pdf. All statistics are for the year ending 30 June 2007, and all currency is New Zealand dollars, unless stated otherwise.)

- In 2007 exports increased to \$698.3 million in 2007, up 36.3 percent from \$510 million on 2006.
- Exports went to 85 countries and 1 billion glasses of wine were sold internationally.
- Major markets take 83 percent of the wine produced in New Zealand. The United Kingdom took \$227million, up 35 percent from 2006; Australia \$180 million, up 48 percent from 2006; and the United States took \$176 million, up 26 percent from 2006.
- The dominant export wines are sauvignon blanc (75 percent), pinot noir (8 percent) and Chardonnay (6 percent).

Statistics

	1996	2004	2005	2006	2007
Number of wineries	238	463	516	530	543
Producing area (hectares)	6,610	18,112	21,002	22,616	24,660*
Export volume (millions of litres)	11	31.1	51.4	57.8	76
Export value (millions of NZ FOB)	\$60.30	\$302.60	\$434.90	\$512.40	\$698.30

*estimate. Source www.nzwine.com

The 2007 Vintage

The 2007 grape harvest was a record at 202,823 tonnes, up 11 percent from 2006. Record crops were harvested for key export styles sauvignon blanc and chardonnay.

New Zealand wine exports have doubled in the last four years, and in 2007 were valued at NZ\$698.3 million.

Industry structure

The industry has recently undergone a period of regeneration, leading it to become a complex configuration of diverse interests.

Key features of the industry development are:

- increased functional specialisation, including the development of specialist processors, brand owners and vineyard contractors
- a process of vertical integration and increased foreign ownership led by global beverage companies



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- the rapid growth of mid-sized wine companies
- a continued proliferation of small winemaking enterprises.

A new phase of growth is being generated by a fresh wave of international investment from global beverage companies, complemented by smaller family investors from overseas.

Twelve New Zealand wineries sell more than two million litres of wine each year (see contact list at the end of the profile for a list of these wineries) however, the majority of New Zealand wineries sell less than 200,000 litres of wine per year. Around 42 wineries have sales of between 200,000 litres and two million litres annually.

For a list of New Zealand wineries by annual grape sales see the 2005/06 New Zealand Wine Institute Annual Report:

www.nzwine.com/report

New Zealand Winegrowers

www.nzwine.com

New Zealand Winegrowers represents and promotes the national and international interests of the New Zealand wine industry. A joint initiative of New Zealand wineries and grape growers, New Zealand Winegrowers successfully markets and positions New Zealand internationally as a producer of premium quality wines. It also undertakes research that will benefit the industry.

Industry innovation

The New Zealand Wine Company, producer of Marlborough's award-winning Grove Mill and Sanctuary wines, has taken its environmental performance to a new level after becoming the first winemaker in the world to achieve carboNZero® certification for contributing no net carbon dioxide emissions into the atmosphere.

The move to screwcaps is being led by some of New Zealand's top winemakers, motivated by the desire to improve quality. Several years ago these winemakers formed The New Zealand Screwcap Wine Seal initiative to promote the use of screwcaps; provide technical education about their use; and educate consumers, trade and media about the benefits of screwcaps.

The Sauvignon Blanc Flavour and Aroma programme is the largest ever wine research project in New Zealand. The six year project started in 2004, and aims to work out what kind of flavours international buyers want and then to create wines with those "aroma profiles". The \$14.5 million project is now producing some exciting results across a range of fields. This will help to secure New Zealand's advantage as the premier producer of this variety.



BOTRY-Zen is a biological control agent specifically developed in New Zealand for the effective control of *Botrytis cinerea* fungal infection in grapes ("bunch rot" or "grey mould"). Botry-Zen Limited, the company that produces BOTRY-Zen, owns an exclusive licence to the technology. New Zealand Winegrowers has secured funding to move into a new stage of research into natural control of fungal diseases, building on the success of BOTRY-Zen.

Wine industry research is undertaken by the industry, Crown Research Institutes including HortResearch and Crop and Food Research, and educational institutions such as The University of Auckland, Lincoln University and the Marlborough Wine Research Centre. The Marlborough Wine Research Centre is a collaborative partnership between the Marlborough (and national) wine industry, research organisations, education, local and national government. It is currently undertaking a major study into the aroma components of New Zealand sauvignon blanc working with Lincoln University and the University of Auckland.

Funding for research generally comes from industry levies, direct industry contributions, and research grants from the Ministry of Agriculture and Forestry Sustainable Farming Fund, and the Foundation for Research Science and Technology.

Marketing innovation

New Zealand Winegrowers has maintained a strong generic presence for New Zealand wine in a number of key overseas markets. It now has dedicated staff in the United Kingdom and the United States markets. Increasingly, regional groups are working within this framework to publicise their specific regional offerings.

An important drive behind the industry's international success has been a collective commitment to a core national brand positioning, while at the same time promoting individual brands by companies.

Family of Twelve is a new cross-regional, export-focused marketing alliance of 12 of New Zealand's leading wine brands. The wineries involved encompass wine regions throughout New Zealand and make wine from every major varietal. Planned events will be innovative, intimate and targeted, with the collaborative marketing approach designed to help the wineries stand out in a crowded international market place.

Government supported projects

Food Hawkes Bay has developed food industry clusters and a Centre of Innovation based at Eastern Institute of Technology. The clusters focus on the transfer of production capacity from existing companies to local small to medium businesses, adding value and growing export volumes in the food industry throughout the region, stimulating new product



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development and improving food industry training and education. The Centre of Innovation aims to spark innovation in product development. It also provides sensory and testing services, and small batch capability for food processing and wine-making.

Cuisine and Fine Wine consists of two separate, but complementary projects. One will focus on building up the Wairarapa wine industry's global competitiveness, while the other will result in an International School of Cuisine being set up in the region.

Industry success

Recent top international awards won by New Zealand wines include:

The 2007 Sydney International Wine Competition

www.nzwine.com/competitions

Trophy winners:

- Villa Maria Estate: Most Successful Winery, 2007 Competition
- Dancing Water Awatere Valley Single Vineyard Sauvignon Blanc 2006: Best Sauvignon Blanc Wine
- Spy Valley Marlborough Riesling 2006: Best White Table Wine, Best Aromatic Wine, Best Value Dry White Table Wine (Highest-pointed dry white wine under A\$20), and Best Non-Australian Wine (except Champion or Reserve Champion)
- Waipara Hills Waipara Pinot Gris 2006: Best Medium-Bodied Dry White Table Wine
- Sileni Cellar Selection Hawkes Bay Cabernet Franc Rosé 2006: Best Still Rosé Wine
- Villa Maria Marlborough Noble Riesling Botrytis Selection 2005: Best Dessert Wine

The 2007 Decanter World Wine Awards

www.decanter.com/worldwineawards/2007

International Trophy Winners:

- Bald Hills Pinot Noir 2005
- Craggy Range Le Sol 2004
- Seifrieds Riesling Sweet Agnes 2006
- Te Awa Boundary 2002

The 2007 (UK) International Wine Challenge

Sustainable Trophy 2007:

Bald Hills Pinot Noir 2005

White wine maker of the Year:

Alistair Maling – Villa Maria Estate

Gold Medals:

- Bald Hills Pinot Noir 2007
- Waimea Nelson Sauvignon Blanc 2006
- Villa Maria Single Vineyard Ballochdale Sauvignon Blanc 2006
- Villa Maria Single Vineyard Graham Sauvignon Blanc 2006
- Martinborough Vineyard Pinot Noir 2004
- Wooing Tree Pinot Noir 2005
- Montana Letter Series Ormond Chardonnay 2004
- Kemplefield The Vista Sauvignon Blanc 2005
- Pioneers Block 3 2006
- Wairau Reserve 2006
- Fairleigh Estate Single Vineyard Chardonnay 2005
- Tesco Finest Marlborough Pinot Noir 2005

The 2006 (UK) International Wine Challenge

www.nzwine.com/competitions

Gold Medals:

- Auntsfield Long Cow Sauvignon Blanc 2005- Marlborough
- Babich Black Label Marlborough Sauvignon Blanc 2005
- Cape Campbell Limited Edition Reserve Chardonnay 2005
- Grove Mill Sauvignon Blanc 2005 Marlborough
- Mt. Difficulty Pinot Gris 2005 Central Otago
- Saint Clair Sauvignon Blanc 2005 Marlborough
- Southern Rivers Sauvignon Blanc 2005 Nobilo
- The Ned Pinot Noir 2005 Brent Marris Marlborough
- Villa Maria Private Bin Sauvignon Blanc 2005 Marlborough
- Villa Maria Reserve Pinot Noir 2004 Marlborough
- Villa Maria Single Vineyard Graham Sauvignon Blanc Marlborough
- Villa Maria Single Vineyard Taylor Pass Pinot Noir 2004 Marlborough
- Woodthorpe Chardonnay 2004 Te Mata Estate Hawke's Bay

New Zealand varietals

(source: *New Zealand Winegrowers*, www.nzwine.com)

Sauvignon blanc

New Zealand sauvignon blanc is acclaimed throughout the world as the definitive benchmark style for the varietal. Its exuberant, pungent flavours have dazzled wine critics everywhere. Oz Clarke summed up the impact of New Zealand sauvignon blanc in his *Wine Atlas*:

No previous wine had shocked, thrilled, entranced the world before with such brash, unexpected flavours of gooseberries, passionfruit and lime, or crunchy green asparagus spears . . . an entirely new, brilliantly successful wine style that the rest of the world has been attempting to copy ever since.



Sauvignon blanc was first grown in an Auckland vineyard during the 1970s. Cuttings from that vineyard supplied the ambitious development of the Marlborough region from 1973, although the first wine made in commercial quantities did not appear until 1980. Success at local wine competitions boosted winemakers confidence, and consumer demand. By the early 1990s sauvignon blanc was firmly established as New Zealand's flagship wine with ever-increasing demand both locally and internationally. It is now the country's second most widely planted varietal, representing almost one quarter of all vines.

New Zealand sauvignon blanc can be broadly divided into two main regional styles: Northern (Hawkes Bay and further north) and Southern (the South Island and Wellington regions).

Northern sauvignon blanc styles tend to be riper and richer with melon, nectarine and other stone fruit flavours. Southern sauvignon blanc styles are typically lighter and crisper with passionfruit and other pungent fruit flavours as well as red pepper (capsicum), gooseberry and herbal characters.

Sauvignon blanc in New Zealand may be defined into three broad winemaking styles; tank-fermented, oak-matured and blended. By far the largest portion is cold-fermented in stainless steel tanks to optimise the variety's freshness and pungent fruit flavours. Oak fermentation and subsequent maturation on the yeast lees is more suited to riper styles, such as those in the Northern regions or in selected sites in the Southern regions.

These techniques add complexity, richness and longevity to the wine. Blending with semillon is another technique used by some wineries to enhance complexity, structure and length of flavour. In the vineyard, leaf-plucking, shoot thinning and trimming are standard techniques to control the natural vigour of the sauvignon blanc vine and promote flavour ripeness and fruit intensity.

Pinot noir

Pinot noir is now New Zealand's second most exported variety, with the country acknowledged as one of the few to have successfully come to grips with this fickle, but supremely aristocratic grape variety. The temperate climate and long sunshine hours have combined with winemaker passion and skill to produce world-class, highly sought-after pinot noir.

Pinot noir first appeared in the Auckland region during the mid 1970s and within a decade was being produced in Martinborough (in the Wairarapa region) and Hawkes Bay, plus most regions in the South Island. Early competition successes from Canterbury and Martinborough pinot noir, as well as the demand for pinot noir as a component in high quality bottle-



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fermented sparkling wine, has now made this varietal the most widely planted red grape in the country and one of New Zealand's most prestigious and acclaimed wine styles.

At the Pinot Noir 2007 conference, respected international wine writer Oz Clarke commented:

In the three years since I was last here, regional characteristics, vineyard characteristics, vintage characteristics and winemaker characteristics have leapt ahead to such an extent that I would now, without hesitation, serve a pinot noir from New Zealand alongside, or even ahead of, a pinot noir from Burgundy.

Cabernet sauvignon and merlot

Cabernet sauvignon and merlot are the most widely planted red grape varieties in Auckland, Northland, Waikato and Hawkes Bay with more than half of both varieties coming from Hawkes Bay. Fine examples from specialist producers are also to be found in other regions such as Wairarapa, Nelson and Marlborough.

Chardonnay

Chardonnay in New Zealand comprises a myriad of ever-evolving styles, capable of appealing to a wide range of palates. Now the country's most widely planted grape variety, the complex, fruit-laden character of New Zealand chardonnay has helped propel it onto a world stage, where it consistently performs with distinction.

Chardonnay is planted in every wine region and is now New Zealand's most widely planted variety.

Aromatic grape varieties

New Zealand has a climate ideal for the production of aromatic wines and there is an increasing number of vibrant, world-class and regionally distinctive examples of New Zealand riesling, gewürztraminer and pinot gris.

Sparkling wine

Since the late 1970s several New Zealand wineries have formed alliances with French champagne houses to assist in the development of their premium sparkling wines. These wines have now earned international acclaim and increasing consumer demand in export markets is fuelling extensive expansion in plantings of sparkling wine varieties.

Chardonnay and pinot noir vines for sparkling wine production are grown in all regions, except the warmer Auckland and Northland regions. Marlborough is New Zealand's largest and most acclaimed region for sparkling wine.



Wine regions

(source: *New Zealand Winegrowers*, www.nzwine.com)

There are 10 main wine producing regions in New Zealand.

Northland

New Zealand's first vines were planted in Northland in 1819, however, winemaking almost died out in the region until a strong resurgence of interest in recent years. The region is now expanding rapidly, although it still rates as the country's smallest wine producing region. Grape growing in Northland is scattered over three districts: Kaitiāia on the west coast in the far north; around the Bay of Islands on the northern east coast; and near the city of Whangārei.

Northland typically experiences the country's warmest ripening conditions, which explains the popularity of cabernet sauvignon, merlot and chardonnay – the region's three most widely planted grape varieties. Vineyards are sited mainly on flats or gentle slopes. Soils vary throughout the region from shallow clay soils over sandy-clay subsoils, to free-draining volcanic structures.

Auckland

Rich with wine history, Auckland is one of New Zealand's largest wine regions. There are more than 80 vineyards clustered around the city of Auckland, with the region the base for many of New Zealand's largest wine companies. Auckland's soils are mainly shallow clays over hard silty clay subsoils or sandy loams. Vineyards are mostly planted in pockets of flat land on the drier east coast or in the shelter of western ranges.

Henderson, Kumeu and Huapai, to the northwest of Auckland's city centre, are the traditional winemaking districts of this region. Cabernet sauvignon, merlot and chardonnay are the most popular varieties here, although sauvignon blanc, semillon and other white varieties are also planted.

In the early 1980s, Waiheke Island in Auckland's Hauraki Gulf was established as a fashionable district for the production of high quality red wines based on cabernet sauvignon, merlot and cabernet franc.

Matakana, on the east coast about one hour's drive north of Auckland city, has also earned an enviable reputation for cabernet sauvignon and has undergone a rapid expansion in both red and white wine production.

Auckland's most recent premium wine district, Clevedon, has established small pockets of vines in the rolling farmlands about half an hour south of the city.



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Waikato/Bay of Plenty

The Waikato and Bay of Plenty regions south of Auckland represent small but steadily expanding vineyard plantings that occupy scattered pockets of land amidst rolling farmland. Wine production is focused mainly on chardonnay, with cabernet sauvignon and sauvignon blanc occupying second and third place. Both regions enjoy a moderately warm climate by New Zealand standards, with soils of heavy loams over clay subsoils.

Gisborne

Located on the country's most easterly tip and closest to the international dateline, Gisborne boasts the world's most easterly vineyards and the first vines to see the sun each day. The region receives high sunshine hours on coastal plains that are sheltered from the west by a range of mountains. Soils include alluvial loams over sandy or volcanic subsoils of moderate fertility. Vineyards are predominantly sited on flats.

Chardonnay occupies around half of Gisborne's vineyards and has lead Gisborne's grape growers and winemakers to christen their region the chardonnay capital of New Zealand. The balance is planted in mostly white varieties, leaving red grapes a share of 10 percent.

Hawkes Bay

The Hawkes Bay has a rich history of winemaking. Today it is New Zealand's second-largest wine region and leading producer of red wines with more than 70 percent of New Zealand's plantings of merlot, cabernet sauvignon and syrah grapes.

Chardonnay is the most widely planted grape variety, with the warm maritime climate and varying landscape producing rich and complex wines. Hawkes Bay's varied topography and wide range of soil types – from fertile silty loams to freedraining shingle – produce a considerable range of wine styles in this large region.

There are 22 categories of soil types on the Heretaunga Plains alone, from stones to hard pans to heavy silts. Ripening dates for a single grape variety can vary by as much as three weeks between the hot, shingle soils of the Gimblett Road area to the cool, higher altitude vineyards of central Hawkes Bay.

Wairarapa

Martinborough is the oldest and best known wine area within the Wairarapa region, with over 30 wineries located around the picturesque township. There are also a smaller number of wineries around Gladstone and Masterton. Pinot noir is the region's most planted and certainly most acclaimed grape variety.

The success of Martinborough pinot noir has to a large extent driven the rapid development of this very dynamic and quality-focused region. Located at the bottom of the North Island, climatically Wairarapa is more



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aligned to Marlborough than to any of the North Island regions. The success and style of its sauvignon blanc is evidence of this alliance.

Marlborough

When the first Marlborough vines were planted in 1973, few people predicted that the region would become New Zealand's largest and best known winegrowing area in little more than 20 years. The distinctive pungency and zesty fruit flavours of the first wines captured the imagination of the country's winemakers and wine drinkers alike, and sparked an unparalleled boom in vineyard development.

Marlborough now has an estimated 11,488 hectares planted in 2006, 51 percent of the country's total active wine production – this has more than quadrupled in the past decade.

Worldwide interest in Marlborough wines, particularly sauvignon blanc, has continued to fuel that regional wine boom. The free-draining, alluvial loams over gravelly subsoils in the Wairau and Awatere River valleys provide ideal growing conditions. Abundant sunshine with cool nights and a long growing season helps to build and maintain the vibrant fruit flavours for which Marlborough is now famous.

Sauvignon blanc is the most planted grape variety with chardonnay in second place, followed by pinot noir and riesling. While sauvignon blanc may be the star, Marlborough has also earned an enviable reputation for méthode traditionnelle sparkling wines as well as a wide range of both white and red table wines.

Nelson

Nelson is a region of artists, artisans and stylish wines. Viticulture occupies scattered pockets with a range of horticultural activities on the alluvial loam soils of the Waimea Plains and in the folds and valleys of the beautiful hills throughout the district. Soil structure here changes to clay loams over hard clay subsoil.

The region is unusually sited on the western side of the country near the northern tip of the South Island. Mountains to the west of the region provide a rain shadow effect, while coastline helps to moderate temperature extremes. Nelson winemakers specialise and excel in grape varieties that respond to cooler growing conditions. Chardonnay, sauvignon blanc, riesling and pinot noir account for over 80 percent of the region's vineyard area.

Canterbury

Canterbury consists of two major wine areas – the plains around the city of Christchurch, where grapes were first planted in the late 1970s, and the more recently developed and rapidly growing Waipara valley area about an hour's drive north of Christchurch. Waipara now has around 80



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vineyards and 23 producers covering more than 12,000 hectares of plantings.

In southern Canterbury, the soils are mainly alluvial silt loams over gravel subsoils while in Waipara they are chalky loams that are often rich in limestone. Long, dry summers, abundant sunshine and relatively cool growing conditions are a feature in both areas, although Waipara, which is sheltered from the coast by a low range of hills, can be significantly warmer.

Riesling and pinot noir are the most widely planted grape varieties, together making up nearly 60 percent of the region's vineyard. Chardonnay is the third most popular variety, with sauvignon blanc in fourth place.

Central Otago

Central Otago is New Zealand's highest and the world's most southerly wine region. Wines with altitude, is the slogan of one winemaker. It is also New Zealand's only true continental climate with greater extremes of daily and seasonal temperatures than are found in any of the country's maritime regions. Soil structures also vary dramatically from those of other regions with heavy deposits of mica and schists in silt loams.

A new, but rapidly expanding wine area, there are several main grape growing areas in Central Otago. The largest area is around Cromwell. Pinot noir is the region's dominant grape variety, a status that seems certain to be maintained if demand and accolades are any measure. Pinot gris ranks second with chardonnay and riesling a distant third and fourth.

The wines of Central Otago have a purity, intensity and vibrancy that seems totally appropriate to anyone who has visited the region and breathed the pure mountain air.

Wine culture

Otago Pinot Noir Celebration – January

www.pinotcelebration.co.nz

This event attracts wine and food enthusiasts from around the world for two days of cuisine, fun and exceptional wine. The celebration takes place in Queenstown, against the backdrop of the mountains and lakes of the Southern Alps. The aim of the two day event is to educate, invoke debate, and above all, to highlight pinot noir.

Harvest Hawkes Bay Wine Festival – February

www.harvesthawkesbay.co.nz

Three days of wine tastings and tours, concerts and culinary delights, wine and food workshops and live entertainment.



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Wine Marlborough Festival – February

www.wine-marlborough-festival.co.nz

The annual Wine Marlborough festival (second Saturday in February each year) is now an established showcase for the region's bounty and draws people from all over the world. There's an opportunity to meet some of New Zealand's leading winemakers during wine tutorials.

Gisborne Wine and Food Festival – October

www.gisbornewine.co.nz/festival

This annual East Coast wine industry event celebrates the region's wines and food. October is also the month for the International Chardonnay Challenge, an opportunity to promote the Gisborne region's main wine style.

Toast Martinborough wine, food and music festival – November

www.toastmartinborough.co.nz

A key fixture in the New Zealand wine and food calendar, this annual event sees the population of Martinborough township swell tenfold as wine and food lovers from throughout the country and overseas come to celebrate the new releases.

Waiheke Island Wine Festival – February

www.waihekeunlimited.co.nz

A day amongst the vines on Waiheke Island in Auckland's Hauraki Gulf – elegant vintages, food and entertainment.

History of New Zealand's wine industry

The genesis of New Zealand's successful wine export industry can be traced back to the early 1970s, when Montana Wines of Auckland decided to find more land on which to expand their North Island grape-growing and wine-making operation. They chose Marlborough, with the region's soil types, abundant sunshine, long autumn and crisp, cool winter proving to be the ingredients needed to produce world-class wines.

An Irishman, the late Ernie Hunter, who in 1979 founded Hunter's Wines, is credited with introducing the region to the international wine market. Realising that those early Marlborough vintages were producing wines of world-class quality, Ernie set about vigorously promoting the wines in Europe, and paving the way for the now healthy export market.

By the end of the 1970s, the prospect of a significant New Zealand wine export industry looked possible, and by 1980 wine exports had jumped from \$40,000 in 1970 to almost \$400,000.

Over the next decade, the country really began to make its mark as a wine producer of international repute, with a rapid rise in the number of winemakers. In 1986 exports exceeded the \$1 million mark for the first time. That year was also significant, with Hunters winning the top award



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at the Sunday Times Wine Show in London. The following year, work on a global marketing strategy began.

By 1993 exports had risen to nearly \$50 million and in the mid-1990s an export strategy was implemented focusing on five key countries – The United Kingdom, Germany, Canada, the United States and Australia. By 2000, export value per litre exceeded \$8, with around 160 companies actively exporting.

New Zealand Winegrowers, www.nzwine.com, was formed in 2002 to represent the interests of the wine industry. In 2005, total sales of New Zealand wine exceeded 100 million litres for the first time. In 2006 another milestone was reached with earnings from secondary markets of \$100 million.

Industry contacts

Industry Groups

New Zealand Winegrowers

Website: www.nzwine.com

Family of Twelve:

Website: www.familyoftwelve.co.nz

members: Kumeu River, Villa Maria Winery, The Milton, Vineyard, Craggy Range, Ata Rangī, Palliser Estate, Neudorf Vineyards, Nautilus Estate, Lawson's Dry Hills, Fromm Winery, Pegasus Bay, and Felton Road.

Gimblett Gravels

Website: www.gimblettgravels.com

Gisborne Winegrowers

Email: prue@gisbornewine.co.nz

Wine Marlborough New Zealand

Email: admin@wine-marlborough.co.nz

Hawkes Bay Winegrowers Inc

Email: info@winehawkesbay.co.nz

New Zealand Screwcap Wine Seal Initiative

Website: www.screwcap.co.nz

Wineries with annual wine sales exceeding two million litres

Delegat's Wine Estate Ltd

Website: www.delegats.com



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Oyster Bay Wines New Zealand Ltd (part of Delegat's)

Website: www.oysterbaywines.com

Giesen Wine Estate Canterbury Ltd

Website: www.giesen.co.nz

Matua Valley Wines Ltd

Website: www.matua.co.nz

Cardmembers Wine Ltd (part of Matua – Fosters group)

Website: www.nzwinesociety.co.nz

Nobilo Wine Group

Website: www.nobilo.co.nz

Kim Crawford Wines Ltd (part of Nobilo)

Website: www.kimcrawfordwines.co.nz

Pernod Ricard New Zealand Ltd

Website: www.pernod-ricard-nz.com

Church Road Winery (part of Pernod Ricard)

Website: www.churchroad.co.nz

Villa Maria Estate

Website: www.villamaria.co.nz

Esk Valley Estate Ltd (part of part of Villa Maria)

Website: www.eskvalley.co.nz

Vidal Estate Ltd (part of part of Villa Maria)

Website: www.vidal.co.nz

Research

Crop and Food Research

Website: www.crop.cri.nz

HortResearch

Website: www.hortresearch.co.nz

New Zealand Food Safety Authority

Website: www.nzfsa.govt.nz

University of Auckland Wine Science Research

Website: www.che.auckland.ac.nz/wine/