

## **MEDIA RELEASE**

**9 July 2009**

### **NEW ZEALAND WINE EXPORTERS TO GAIN INSIGHTS FROM INTERNATIONAL EXPERTS**

- *Forum to highlight international trends in light of changing economy*
- *Forum to run from 29-31 July*

Top international wine experts from Australia, the United Kingdom, Canada, Asia and the USA, will provide New Zealand wine exporters with the latest insights and advice at the New Zealand Wine Exporters' Forum later this month.

Key speakers include Lisa Perotti-Brown MW, the Singapore-based Asian wine correspondent for prestigious international fine wine guide, eRobertParker.com, Pierpaolo Petrassi MW, senior product development manager at Tesco Stores Ltd, the United Kingdom arm of Tesco PLC, and Philip Rich, liquor operations manager for renowned Melbourne restaurants Circa, The Prince of Wales and The Stokehouse, and founder of fine wine merchant Prince Wine Store.

The biennial Forum, which is being held in Christchurch from 29-31 July, is presented by New Zealand Winegrowers and is the major industry conference for New Zealand wine exporters.

Chris Yorke, global marketing director for New Zealand Winegrowers, said the Forum comes at a time when the New Zealand wine export industry needs to be particularly mindful of consumer trends in major export markets due to the current state of the global economy.

"Despite the global economic downturn the growth in the industry is strong – for instance we've seen 51 percent growth in the Australian market over the past year," Chris said.

"We continue to predict good growth but the global economy is presenting some unique challenges, making it critical for exporters to keep informed about what's happening in our main export markets," Chris said.

Other international speakers at the Exporters' Forum include Americans Chris Lynch, former CEO of Pernod Ricard New Zealand; and Doug Frost, one of only three in the world to achieve Master of Wine (MW) and Master Sommelier (MS) qualifications.

Grant Ramage, liquor merchandise & marketing manager at Coles Group, will present on the Australian wine retail market in the present economic climate.

The New Zealand Wine Exporters' Forum will take place at the Christchurch Convention Centre from 29-31 July. Further information is available at [www.nzwineexportersforum.co.nz](http://www.nzwineexportersforum.co.nz)

#### **KEY SPEAKERS/TOPICS**

- Lisa Perotti-Brown MW
  - o Singapore-based Asian wine correspondent for eRobertParker.com
  - o Has significant commercial and writing experience in the wine trade in the United Kingdom and Asia
  - o Will present on opportunities for New Zealand wines in Asia
  
- Pierpaolo Petrassi MW
  - o Senior product development manager at Tesco Stores Ltd, the United Kingdom arm of Tesco PLC, responsible for selecting wines from Australia, New Zealand and Italy
  - o Will discuss the challenges of the current marketplace, positioning of New Zealand wines and Tesco's sustainability initiatives
  
- Philip Rich
  - o Liquor operations manager for renowned Melbourne restaurants Circa, The Prince of Wales and The Stokehouse
  - o Founder of fine wine merchant Prince Wine Store
  - o Wine columnist for Australian Financial Review
  - o Will provide an overview of trends, pricing and promotions in restaurants in Australia
  
- Doug Frost MS MW
  - o Wine consultant and writer in Kansas City
  - o One of only three people in the world to achieve Master Sommelier and Master of Wine qualifications
  - o Will discuss trends in restaurants in the United States
  
- Chris Lynch
  - o Owner/operator of Mutt Lynch Winery in Sonoma, California
  - o Former CEO of Pernod Ricard New Zealand
  - o Will present market overview on US with insights into opportunities for New Zealand wines
  
- Grant Ramage
  - o Liquor merchandise & marketing manager at Coles Group
  - o Will present on the Australian wine retail market, the present economic climate and the increased supply of New Zealand wine into the retail sector

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