

MEDIA RELEASE
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A record \$100 million of New Zealand wine exported in September

New Zealand Winegrowers today announced a record export month in September with more than \$100 million [eds: \$101.7 million] of New Zealand wine exported across the globe.

The figures from Statistics New Zealand shows September is a record month in both value and volume with 10.8 million litres exported. This equates to approximately 14.4 million bottles of New Zealand wine exported.

In 1998, exports for the entire year were \$98 million. This figure has been achieved in just one month a decade later in 2008.

Exports for the quarter ending September 2008 were \$260 million and New Zealand Winegrowers chief executive officer, Philip Gregan said the result reflected the continuing demand for quality New Zealand wine.

“There has been an increased supply from the 2008 vintage and this is now able to fulfill the unmet demand from previous years. We are closely monitoring export levels in light of the global economic slowdown but current demand in key markets remains strong,” Mr Gregan said.

Mr Gregan confirmed the New Zealand wine industry was on-track to achieve its export target of \$1 billion of exports a year by 2010.

“Sauvignon Blanc continues to be New Zealand’s largest varietal export with Pinot Gris exports continuing to increase as demand intensifies internationally. Exports of Pinot Noir and Chardonnay are also continuing to grow.

“It is pleasing to see demand for these emerging varietals increase as New Zealand’s reputation for quality wine grows internationally,” Mr Gregan said.

Australia is New Zealand’s biggest growth market with 3.5 million litres exported in September at a value of \$33.3 million. This is followed by the United Kingdom with 3.4 million litres at a

value of \$27.4 million and United States with 2.3 million litres at a value of \$22.5 million.
Exports to both Canada and Asia are also continuing to increase.

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