

A Brief History of New Zealand Wine Exporting

JYE

- 1963 - First significant exports of New Zealand wine (post-WW2)

- 1970 - Value of wine exports \$41,000

- 1973 - Montana plants first vines in Marlborough

- 1979 - Wine industry development plan raises prospect of significant wine exports

- 1980 - Export sub-committee of Wine Institute (WINZ) formed
 - Value of wine exports \$393,000

- 1981 - Passage of Winemakers Act and Regulations introducing the system of export certification
 - Listing of New Zealand grape varieties and regions for use in the EEC
 - Signing of the ANCERTA, including the special protocol on Trans-Tasman wine trade

- 1982 - First tasting of New Zealand wines at New Zealand house in London, organised by Don Walker and Terry Dunleavy
 - Passage of Amendment No. 7 to Food and Drug Regulations limiting the addition of water to wine
 - Attendance by New Zealand winemakers and the Prime Minister Rt Hon R D Muldoon at the centenary of Muller Thurgau in Germany

- Attendance by Babich, Cooks, Corbans, Matawhero, Matua Valley, McWilliams, Montana and Selaks at Expovin '82 in Melbourne under the theme '**Discover New Zealand Wine**'
- 1983 - '...the reality of the international marketplace ... suggests ... any considerable export volume for New Zealand requires a single national brand ...' Wine Institute Annual Report 1983 (A notable if not entirely accurate statement!)
- 'New Zealand is rapidly emerging as one of the exciting 'new' wine areas ... and ... can now be found in sixty retail outlets up and down the country....',
Decanter
 - Again participation at Expovin in Melbourne, including a lunch for Wine Press Club of Melbourne, organised with assistance from Focus New Zealand
- 1984 - Inward buyer mission from the UK - Tony Laithwaite, Colin Andersen, David Bedford
- Journalist visits included Jane MacQuitty, Sarah Gough
 - Attendance at Expovin 1994 in Sydney
 - Exports pass \$2 million, Australia the largest market
 - Operation Blue Nun - investigation of a single New Zealand wine brand with financial support from AHI
 - Number of winemakers reaches lowest level - 97.
- 1985 - Development of export logo and theme '**Fine Wines from New Zealand**'
- Export Action Plan developed for the Australian market, with Focus New Zealand
 - Attendance by New Zealand wineries at VIEW, Melbourne

- Journalist visits included Janicis Robinson
 - Air New Zealand wins airline wine award
 - Cloudy Bay launched
- 1986 - Vinepull of 1515 hectares, replanting with Chardonnay, Sauvignon Blanc begins
- Rapid rise in the number of winemakers begins.
 - FBEC established, WINZ a founder member, Terry Dunleavy on the Board
 - WINZ joins UK Wine & Spirit Association
 - Exports exceed 1 million litres for the first time
 - UK becomes the largest export market
 - Air New Zealand Export Wine Exhibition established for the first time, judged in London
 - Hunters wins the top wine award at the Sunday times wine show in London
- 1987 - New Zealand Market Development Board (NZMDB) established
- Sixth annual London tasting - 13 wineries, 41 wines
 - Six companies participate in FBEC mission to Perth (Americas Cup)
 - Wine mission to Sydney for five companies
 - Work on a global marketing strategy begins, chaired by Bryan Mogridge (WINZ Chair)
 - First New Zealand stand at LWTF with 10 companies - Babich, Cooks, Corbans, Delegats, Hunters, Matua Valley, Montana, Morton Estate, Nobilo and Selaks with support from NZMDB
 - Establishment of NZ/UK Co-ordinating Committee in London, chaired by Bill Sharp (Trade Commissioner) with agents from UK.

- 1988 - Exports jump 250% to nearly 2.9 million litres and \$11.6 million
- Exports to UK over 1 million litres for the first time
 - New Zealand Featured Nation at the 1988 LWTF, 12 companies attend.
The theme '**New Zealand: Home of Cool Climate Wines**'
 - Cool Climate Symposium held in Auckland
 - First major presentation of New Zealand wines in New York
 - First contact between WINZ and EU Commission on market access issues
 - 7 wineries involved in Dallas 'NZ Inc' exercise organised by NZMDB and FBEC
 - Institute involvement in exports justified on basis of contribution to levy income
- 1989 - First of three large vintages in a row, provides surplus wine suitable to export
- Exports to UK average over \$5.00 per litre for the first time
 - Tastings by six wineries in New York and Washington, including a private tasting with Robert Parker
 - Trade Development Board formed through a merger of the NZMDB and the Trade Commissioner service.
 - EU delegation visits New Zealand for wine discussions for the first time.
 - First 'Annual Wine Mission' to Australia, 17 companies participate, with assistance from TDB
- 1990 - Intense discussions concerning the strategic development of exports, ultimately lead to the formation of the New Zealand Wine Guild. Brian Richards engaged as facilitator/consultant. Research conducted in London by Richards leads to development of a promotional strategy

- NZ stand at WSWA convention in San Francisco
 - Ninth February tasting in London, with 28 wineries and over 100 wines for the first time
- 1991 -
- Launch by Prime Minister Bolger of the New Zealand Wine Guild on 30 April 1991 at a function hosted by the Institute and NZTDB. The theme **'New Zealand Wines: Made with our Passion for Excellence'**
 - Appointment of Vicki Bishop in London as UK Manager of the Guild, and the launch of the Guild at the 1991 LWTF.
 - New Zealand stand at Vinexpo with six companies present.
 - Exports over 5 million litres and \$25 million.
- 1992 -
- First of three small vintages which restrict wine supply for export.
 - Export projection for exports of \$100 million by 2000 by WINZ
 - Publication of 'New Zealand Wine: 1993-2000: A Working Paper' highlights gap between export projections and available grape supply
 - Representatives from the Liquor Control Boards of British Columbia, Ontario and Quebec brought to NZ in association with Tradenz.
 - Expo in Seville with New Zealand wine representation
 - Exports jump over 30% in value to \$34.7 million
 - New Zealand dollar reaches low point against the pound of around 27 pence.
- 1993 -
- Formal negotiations with the EU commence on an EU/NZ wine agreement
 - Exports rise 39% to nearly \$50 million, but wine shortage predicted by WINZ, exports expected to decline.
 - Market diversification identified as an important export strategy

- First major new vineyard plantings since 1990.
 - UK Masters of Wine visit New Zealand.
 - NZ Government joins the inter-governmental wine organisation, the OIV
 - No New Zealand stand at Vinexpo
 - Market research in UK on positioning strategy for New Zealand wine
 - New Zealand dollar commences rapid rise in value against the pound
- 1994 - NZWG offices move into WINZ offices and Export Market Manager for the Institute
- Institute commences operation of the Wine Export Certification Service on contract to the Ministry of Health
 - **'New Zealand Wine: The Riches of a Clean Green Land'** launched at the 1994 LWTF, funded jointly by NZWG and WINZ
 - Work commences on the development of an export strategic plan
 - Exports decline by 14% in value
 - Assistant to UK manager appointed
- 1995 - Vintage returns to more 'normal' levels, providing increased supplies of wine for export.
- Strategic plan for exports finalised with focus on five countries - UK, Germany, Canada, USA and Australia. Country marketing plans developed and implemented.
 - New Zealand stand with 10 companies at Vinexpo, expanded activities in Canada.
 - Market research into PR partners for Canada, USA and Germany.
 - Inaugural international media tour with 10 journalists from 5 countries
 - Export volume declines further to 7.8 million litres, valued at \$40.8 million.

- 1996 - Funding arrangement with TRADENZ for Guild concludes
- New Zealand Wine Exporters commences operations
 - TRADENZ/WINZ presentations to new exporters
 - EU/NZ wine negotiations breakdown
 - Implementation of market launch strategies in USA and Germany
 - PR partners appointed in Canada, USA and Germany
 - Exports jump 41% to over \$60 million
 - Export forecast raised to \$120 million by 2000.

1997

- New Export Marketing Manager appointed in New Zealand, permanent assistant appointed.
- 19 companies participate at VINEXPO in Bordeaux
- Expanded range of activities agreed in target export markets
- PR partners placed on retainer to ensure continuity in PR programme and to demonstrate commitment to the market.
- First New Zealand presentation in Republic of Ireland
- Exports over \$70 million.

1998

- Revision of the export logo
- 57 wineries attend the New Zealand wine fairs in Sydney and Melbourne
- Record showing of 320 wines at the ATT in the UK
- Exports reach 15.1 million litres valued \$97.6 million
- Average value exceeds \$6.00 for first time
- New Zealand Wine Exporters discontinues operations - all exports events directly incorporated into Wine Institute activities

- New Zealand government and industry join New World Wine Producers group to promote freer and fairer trade in wine.

1999

- 45 events organized @ a cost of \$1.5 million
- USA promotions extended to San Francisco, Dallas, Aspen and Florida
- First generic tasting in Japan
- Exports reach 16.6 million litres and \$125.3 million - exceeding target value for 2000 (\$120 million) one year early.
- Average value exceeds \$7.00 per litre for first time
- Exports exceed 30% of total volume of sales.
- Exports projected to reach \$275 million in 2003; suggestions of \$600 million by 2010.

2000

- Upgraded export certification provisions introduced, including audit requirements
- Government agrees to review of wine industry legislation
- New wine standard promulgated by the Australia New Zealand Food Authority
- New World Wine Producers meeting held in Queenstown
- Export value exceeds \$8.00 per litre for the first time
- Exports to be circa. \$160 million and 19 million litres at year end.
- Around 160 companies actively exporting
- WINZ issues new Strategic Plan.

2001

- Pinot Noir 2001 Conference held in Wellington. Keynote speaker Jancis Robinson
- New World Wine Producers sign the Mutual Acceptance Agreement on Oenological Practice in Toronto, December 2001
- Largest ever New Zealand stand at VINEXPO, Bordeaux.
- Vine area exceeds 15,000 hectares for the first time.
- Exports, for the calendar year, exceed \$200 million, reaching \$230.3 million and 21.8 million litres.
- Export projection for 2007 - 60.3 million litres valued at \$730 million.

2002

- New Zealand Winegrowers formed by the Wine Institute and the New Zealand Grape Growers Council on March 1 2002, assuming most functions of the parent bodies, including export promotion.
- The largest ever New Zealand vintage.
