

IT'S ABOUT DOING BUSINESS BETTER AT THE NEW ZEALAND WINE EXPORTERS' FORUM.

New Zealand Winegrowers is staging the fifth biennial New Zealand Wine Exporters' Forum from 29 to 31 July 2009 at the Christchurch Convention Centre. The Forum is a one-stop-shop for expert market advice and commercial insight on trends in the challenging and changing global wine market. A host of local wine industry speakers, along with international speakers from the UK, USA, Asia, Canada and Australia will speak at the Forum. The Forum will be attended by 250-300 delegates and aims to give an extra edge to businesses interested in the business of selling wine overseas, through access to latest market statistics and industry information that otherwise may not be easily accessible to individuals.

The Forum also provides wineries new to exporting the chance to brush up on their exporting knowledge with the optional *First Steps to Exporting* primer on the morning of 29 July, exploring important aspects of exporting wine and setting the scene for the Forum.

Kicking off the Forum will be notable speaker, Jeremy Moon CEO of New Zealand's largest adventure-wear exporter, Icebreaker Clothing, who will talk about his successful approach to brand development.

The Forum will then deliver an intense USA focused programme, providing an overview of the American wine market, restaurant trends and new media and channel developments.

US speakers include:

Chris Lynch, former CEO of Pernod Ricard NZ and owner operator of Mutt Lynch Winery in Sonoma County, California. Chris will present a market overview on the US with insights into the opportunities that exist for New Zealand wine and tips on managing importer and distributor relationships to gain optimum sales results.

Master Sommelier and Master of Wine Doug Frost MW MS wine consultant and writer based in Kansas City, who according to USA Today, "likely knows as much as anyone in the world about how to make, market, serve and identify wines" will discuss trends in US restaurants.

Unconventional yet revolutionary wine marketer Gary Vaynerchuk has attracted a cult-like following of more than 80,000 viewers a day to his internet based show WineLibraryTV, which is backed up by a successful industry-leading wine business. Gary will share his pioneering and multifaceted approach to personal branding and business building, focusing on the use of new media to capture greater wine sales.

Day Two of the Forum visits the exciting and diverse region of Asia with Master of Wine Lisa Perrotti-Brown, Singapore-based Asian wine correspondent for eRobertParker.com.

The lucrative Australian wine market will be explored through opportunities with the on and off premise markets. Philip Rich, Liquor Operations Manager for leading Melbourne restaurants, Circa, Prince of Wales and The Stokehouse, will discuss trends in Australian restaurants and how to build stronger relationships for mutually beneficial growth.

Delegates will break out into smaller workshops where even more focussed discussion can take place with world class speakers.

Delegates can participate in their choice of two of the below workshop options:

- *Applying practical branding tools and alternative media for campaigns that appeal and persuade.* Presented by Gywn Thomas, Sales and Marketing Director, Waipara Wine Cellars.
- *Insider tips on managing distribution relationships including legal and monetary implications.* Co-presented by Chris Lynch, owner and operator, Mutt Lynch Winery and James Omond, Lawyer, Omond & Co.

- *Pricing your wine from FOB to retail in the UK, USA, Australia and Canada.* Co-presented by Doug Frost MW MS, wine consultant and writer and Nicholas Buck, Sales and Marketing Director, Te Mata Estate.
- *How to create and market second tier brands to successfully grow your business.* Presented by Sasha d'Entremont, Marketing Manager, Mudhouse Wine Group.
- *Sustainable trends from bottle to consumer.* Presented by Pierpaolo Petrassi MW, Senior Product Development Manager, Tesco.
- *Ideas on social networking and online marketing tools.* Co-presented by Gary Vaynerchuk, Director of Operations at Wine Library and Daniel Thurston, Director at 4i's.

The day will finish with a presentation and discussion by Norm Thompson, Deputy Chief Executive Officer at Air New Zealand, on marketing your sustainable story to the world.

On Day Three of the Forum, a filmed interview will be broadcast with the Société des alcools du Québec (SAQ) Liquor Board in Montreal and the Ontario Liquor Control Board (LCBO), Canada on how New Zealand wine can gain entry into this lucrative market.

Lastly, Europe presentations will focus on prospects for New Zealand Wine in the premium categories. Master of Wine Pierpaolo Petrassi, Senior Product Development Manager at Tesco will discuss the challenges of the current market place and Alessandro Marchesan, Group Sommelier and wine buyer for all Zuma and Roka operations in Europe, Asia and the Middle East will provide an overview on the UK restaurant market. This will be followed by David Cox, Director - Europe for New Zealand Winegrowers presenting on the opportunities that exist in Mainland Europe for New Zealand wine and how to understand the markets.

Following each of the market sessions on Europe, USA, Canada, Australia and Asia, New Zealand Winegrowers marketing staff will deliver a presentation on the New Zealand Wine Marketing Programme. The programme is open to all New Zealand wineries to participate.

The Forum also offers further networking opportunities at the Drinks Networking Function on Wednesday 29 July, where delegates can meet and mingle with speakers and other delegates in an informal setting at The Limes Room at the Christchurch Convention Centre.

In summary, the Forum enables wine companies and others interested in the business of exporting wine to gather in one place to hear from experts in the industry and the markets. Commercial and insightful presentations will be presented to an audience of company directors, owner/operators, sales and export personnel and affiliated wine companies seeking to enhance their exporting and marketing strategy in an uncertain economic climate.

Along with the challenge of business, the Forum is also taking up the challenge of minimizing environmental impacts by becoming a carbonZero certified event. Initiatives include minimising paper and material use as well as video link presentations. The Forum agenda also promotes sustainable actions through presentations on marketing sustainability and a practical workshop on sustainability from the bottle to the consumer.

New Zealand Winegrowers extends thanks to O-I New Zealand, the principal sponsor of the Forum and market sponsors JF Hillebrand New Zealand and LatitudeFX.

To register or for more information go to www.nzwineexportersforum.co.nz.

Attendance costs (excluding GST) are \$495 for a member of New Zealand Winegrowers and \$990 for a non-member.

Wine exports from New Zealand reached a new record level in 2008 rising 19% to NZ\$904 million. This is an increase of NZ\$143 million over 2007 and is NZ\$106 million above the value of wine exports for the June year end 2008. New Zealand wine exports are expected to reach NZ\$1 billion in 2009, a full year before the targeted 2010.

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