
Media Release
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NEW LAUNCHES A HIGHLIGHT OF TRADE WINE EVENT STARTING THIS SUNDAY

Hospitality and wine professionals will gather en masse at Auckland's ASB Showgrounds to attend New Zealand's premier wine trade event, Wine New Zealand from Sunday 31st August- Tuesday 2nd September.

An annual show, Wine New Zealand is firmly established as the critical business event for thousands of wine buyers, sommeliers and restaurant proprietors. There are 165 exhibiting wineries, showcasing in excess of 2000 wines across more than 15 varietals.

As New Zealand's international reputation for producing a diverse range of top quality wines continues, organisers dmg world media, are thrilled to see the range of wines showcased at event. Visitors can expect an unequalled selection of quality Chardonnay, Sauvignon Blanc and Pinot Noir from New Zealand's leading wine producers as well as an array of Cabernet/Merlot Blends, Riesling and Pinot Gris varietals and strong representation of Syrah. Increasingly popular varietals such as Viognier and Gewürztraminer are also offered by a number of wineries. Most remarkable is the number of innovative alternative varieties which will be available for sampling in the 'Other White Varieties' and 'Other Red Varieties' categories.

In addition to the exceptional showcase of wines from New Zealand's well loved and established vineyards and brands, a number of wineries have chosen this event to launch new brands. Forrest Wines (stand 2062) invites visitors to sample their new TattyBogler range of wines, Crossroads Winery (stand 2008) is launching its first ever Reserve wine and Kina Beach (stand 2090) is launching hand crafted single vineyard wines. Putiki Bay (stand 2030), historically cellared wines will be available to taste for the first time, as will wines from Martinborough's boutique Hudson vineyard (stand 2071). A new brand under the Rockburn banner (stand 2004) "Devil's Staircase" will also be launched at the event. First time exhibitor Dhall & Nash Fine Wines Ltd (stand 2050) through their portfolio are delighted to showcase new launches from Unison Vineyards, Mt Rosa and Lowburn Ferry as well as Zepelin Wines.

Even established vineyards are proud to showcase something new. Delegat's Wine Estate (stand 2081) will unveil its new 'Delegat' brand identity or visitors can sample Ostler wines (stand 2049) from the Waitaki Valley, one of New Zealand's newest premium wine areas or indeed the Kaimira Ventures (stand 2026) range, the second winery in NZ to achieve full carboNZero accreditation. Maimai Creek wines (stand 2056) from Stirling Vines in Hawke's Bay will also be on show. On the awards trail, visitors have a selection from multi-trophy winning Bald Hills (stand 2062) as well as award winning, single vineyard wines from Coal Pit (stand 2048). Both Askerne Estate Winery (stand 2056) and Grasshopper Rock (stand 2069) will be showcasing recent winning Romeo Bragato Award wines. This is just a small preview of the quality and variety on show at this year's event. Full details of all exhibiting wineries and wines are included in the comprehensive Wine New Zealand Event Guide given to all visitors upon arrival.

Other highlights at this year's event include the Corbans Viticulture Wine New Zealand Seminars, the Buyers' Choice Awards and the inaugural Esvin Innovation in Wine Awards.

Online pre-registration will remain open until 7p.m. New Zealand time Friday 29th August. As a trade exclusive event visitors must be professionally connected to the hospitality industry. Trade pre-registration on-line is free and entry tickets for Wine New Zealand can be purchased at the same time. Trade visitors are invited to pre-register online at <https://infosalons.com.au/HospitalityNZ2008/start.asp> Tickets to Wine New Zealand are \$20 per day. For any visitor who has not pre-registered, there is a one off registration fee on-site of \$20 to register for the event. Once registered, Wine New Zealand entry tickets can then be purchased for \$20 per day. As per liquor licensing requirements, no persons under 18 years of age will be admitted.

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