

Media Release
Monday, August 18, 2008



INNOVATION
IN WINE
Awards

BUYERS' CHOICE
Awards

FRESH APPROACH AWARDS PROGRAMME ANNOUNCES FINALISTS FOR 2008

Judging took place for the Esvin Innovation in Wine Awards last Thursday 14th August. The judging panel, chaired by esteemed wine and food writer Vic Williams, included Sam Kim, Wine Consultant, Wine Orbit, Nicola Richards, Proprietor, Monsoon Poon Restaurant and Tracey Poole-Hawes, Marketing & Internet Manager, Fine Wine Delivery Company.

The competition was stiff and the calibre of entries was excellent across both categories – Innovation in Wine Marketing and Innovation in Winemaking. "We were very impressed by the level of innovation shown by the New Zealand wine industry," commented chair of judges Vic Williams. "Many of the entries were outstanding, and as judges we felt that all the finalists were worthy of recognition, which is why we added a highly commended category. We are confident that the winners selected from the entries submitted represent the essence of these awards – to recognise the importance of innovation in sustaining a successful wine business and to demonstrate how a great idea, correctly executed with passion, creativity and a firm dedication to producing a quality end product are the building blocks upon which the New Zealand industry was built and continues to excel".

Finalists for the 2008 Esvin Innovation in Winemaking Award are (in alphabetical order):

- Alan McCorkindale Ltd- 2007 Waipara Valley Viognier (Stand 2044)
- Forrest Wines- John Forrest Collection The White 2006 (Stand 2062)
- Wooing Tree - Wooing Tree Blondie 2008 (Stand 2043)

Finalists for the 2008 Esvin Innovation in Wine Marketing Award are (in alphabetical order):

- Odyssey Wines (Stand 2076)
- Owhanake Bay Estate (Stand 2047)

Winners of the Esvin Innovation in Wine Awards will be announced, and trophies presented at 11:45 on Sunday August 31st at Wine New Zealand, Hall One, ASB Showgrounds.

Part of HospitalityNZ, Wine New Zealand is organised by dmg world media in association with the Restaurant Association of New Zealand and the New Zealand Winegrowers Association

Now the hospitality trade can have their say. The Buyers' Choice Awards invites visitors to Wine New Zealand to nominate the Winery and the Winemaker they acknowledge as having had an impact on their overall experience at the show.

Wineries and winemakers exhibiting at Wine New Zealand 2008 are eligible for nomination. This list is as per the Wine New Zealand Event Guide 2008 and is also available at <http://www.hospitalitynz.co.nz/wine.htm>

Once visitors return their tasting glass and complete their nomination forms, they will go into the draw for a daily prize pack of Spiegelau glassware valued at RRP\$660.

Trophies will be awarded for the stand out winery as voted on by the visitors through the **OI New Zealand** Winery Award and for the stand out winemaker as voted on by visitors through the **Winejobsonline** Winemaker Award.

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