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**Media Release**  
**Tuesday, September 09, 2008**

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**Informative Seminars, Leading Industry Professionals and Visitor Nominated Awards add up to a First-Class Wine Trade Event**

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Hospitality and wine trade professionals gathered en masse at Auckland's ASB Showgrounds to attend New Zealand's premier wine trade event, Wine New Zealand from Sunday August 31<sup>st</sup> to Tuesday September 2<sup>nd</sup>.

The crème of the New Zealand hospitality industry welcomed this unique opportunity to meet with the winemakers, sample their wines and appreciate why New Zealand is causing such a sensation in the international world of wine. A first-class line up of wineries sampled a diverse range of grape varieties, including a number of new vintage releases from 2008. Visitors had the privilege of tasting the wines from beautiful Spiegelau glassware which showcased their quality perfectly.

Without a doubt a highlight for visitors was the Corbans Viticulture Wine New Zealand Seminars. The platform for the seminar series is built on New Zealand's reputation to continually produce a quality product. Speakers included international guests Kevin Zraly, wine educator and author of *Windows on the World Complete Wine Course*, Robin Kelley O'Connor, President, Society of Wine Educators and Ben Edwards, Sommelier from Australia. These international guests joined a selection of inspirational speakers which included local winemakers, reknowned wine media and trade and hospitality professionals, to present a series of informative topics. They gave their insights on trends, research and two varietal specific tastings of New Zealand wine. "The calibre and content of the seminar sessions, I believe, were of an international standard" commented Dennis Lunken, CEO Corbans Viticulture. "The wine industry is dynamic and the ability to be innovative in our marketing and to continue our reputation as a quality producer is integral to the industry's long term success," he said. Corbans Viticulture is committed to supporting these seminars as part of its three year term sponsorship.

Another event highlight was the Buyers' Choice Awards programme, made possible through the support of sponsors OI New Zealand and winejobsonline. These awards recognise a winery and a winemaker, which visitors nominated as having had an impact on their overall experience at the show. There were two trophies, presented to the winners on the final day of the show. The OI New Zealand Winery Trophy, presented by Mike Needham, was awarded to Johner Estate and the winejobsonline Winemaker Trophy, presented by Heather Battersby, was awarded to Tim Turvey of Clearview Estate Winery. Both these awards acknowledge the importance of relationships within the framework of the exhibition medium.

Preliminary attendance statistics show enhanced quality of visitors year on year with indications that there were in excess of 2,000 hospitality and wine professionals who attended the show across the three days. Organisers, dmg world media are waiting on the audited report from CAB, before reporting visitor numbers. This should be available in approximately 3-4 weeks.

With 165 wine exhibitors showcasing in excess of 2,000 wines across 15 plus varietals, a fresh approach awards programme and an international standard seminar series, this event leads the way in delivering a critical business opportunity for the hospitality and wine industries. Organisers dmg world media look forward to building on this quality model in future years and to continue to inspire, enthuse and support those working in this dynamic industry.

**-ENDS-**

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