



International event set to deliver world-class celebration of Sauvignon Blanc

There is one month to go until the world's top wine and lifestyle influencers arrive in New Zealand for the three-day International Sauvignon Blanc Celebration held in Marlborough, from 28-30 January 2019.

Sauvignon 2019 committee Chair, Patrick Materman says the programme is bringing the celebration of our flagship variety to the world stage.

"We have an excellent line-up of domestic and international speakers exploring the complexity of Sauvignon Blanc – from its place in the world of wine, to exploring its various expressions, how it's grown and how we attract new consumers. We get to taste amazing Sauvignon Blanc from across the globe and enjoy an incredible culinary programme out in some of Marlborough's most stunning settings," says Mr Materman.

Guests will be hearing from world-class speakers who are experts in the fields of science, research, journalism and gastronomy, with key speakers including internationally acclaimed wine writers Matt Kramer and Justin Howard-Sneyd MW.

The International Sauvignon Blanc Celebration is built around three themes; Place, Purity and Pursuit. Day one is themed Place and will draw on *Tūrangawaewae*, the geographical places we feel empowered and connected to. An international tasting will feature wines with their style influenced by geographical features; sea, mountain and river.

Day two, with the theme of Purity, will explore topics such as climate, sustainability and flavour with field experts Dr Roger Bolton and Steve Smith MW. The day concludes with a classical Sauvignon Blanc tasting featuring over 150 wines.

Day three explores what we should pursue domestically and globally, outlining future challenges and opportunities highlighted by industry icons Justin Howard-Sneyd MW and Paul Mabray. With the theme of Pursuit, guests will taste through several alternative styles of Sauvignon Blanc.

But that is not all the guests get to enjoy. The celebration also includes some spectacular culinary events. The opening evening will be in the Awatere Valley's own secluded sanctuary, Paripuma Gardens. Guests will savour the view of the untouched beauty of the Pacific Coast while enjoying a lavish selection of New Zealand wine and food.

The gala event 'Blanc', a dinner-en-blanc theme, will be held at Brancott Vineyard on the second evening of the 2019 celebration. Celebrity chef Martin Bosley is the culinary director of the gourmet feast that will be matched with older vintages from the cellars of our wineries.

To complete the celebration, guests will discover New Zealand's 'wild' side at the Marisco River Hut, with gourmet wild game-infused cuisine, live entertainment and breath-taking natural scenery on offer.

New Zealand is used to taking Sauvignon Blanc to the world, but on 28 January, the world will come to Marlborough to celebrate our flagship variety.



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Editor's note:

- Sauvignon Blanc is our top produced varietal, with 73% of all wine production
- New Zealand wine exports are currently valued at \$1.71 billion.
- Wine is New Zealand's sixth largest export good.
- New Zealand wine is exported to more than 90 countries.