



What will you be doing on #SauvBlanc Day?

The countdown is on until International Sauvignon Blanc Day, taking place on Friday 3 May.

Sauvignon Blanc is the variety that woke the world up to New Zealand wine, and now over 5 million glasses of New Zealand Sauvignon Blanc are enjoyed all over the world, every single day.

Celebrations will kick off in New Zealand, home to some of the world's most famous Sauvignon Blanc, before continuing across the globe. International events include; Happy Hour in Manhattan hosted by wine influencer Sarah Tracey, a New Zealand #SauvBlanc tasting at Twitter HQ in London, and Canada will be waking up to Sauvignon Blanc on The Morning Show, hosted by wine writer Angela Aiello.

The aim is to get everyone raising a glass to toast New Zealand Sauvignon Blanc, no matter where they are in the world says Chris Yorke, Global Marketing Director of New Zealand Winegrowers.

“New Zealand produces less than 1% of the world's wine production, but Sauvignon Blanc shows huge popularity all over the globe, with the zesty variety making up 86% of all wine exported from New Zealand. International Sauvignon Blanc Day gives us an opportunity to enjoy and celebrate the diverse styles of this sought-after variety.” said Mr Yorke.

So if you're a Sauvignon Blanc fan, show your appreciation by posting a video, photograph or message that celebrate our most popular drop on Facebook, Twitter and Instagram using the hashtags #SauvBlanc and #NZWine. And make sure to follow @nzwinegrowers to keep up with all of the #SauvBlanc action.

Whether it is a few glasses shared with loved ones and friends, a bottle paired with fish and chips on the beach or a picnic, or a visit to a local cellar door, what will you be doing this #SauvBlanc Day?

-Ends-

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<https://www.nzwine.com/en/events/sauv-blanc-day/>

Editor's note:

- Sauvignon Blanc was commercially produced on New Zealand shores for the first time in 1979, and is now New Zealand's most widely planted variety.
- New Zealand wine exports are currently valued at \$1.75 billion.
- 98% of New Zealand's vineyard producing area is Sustainable Winegrowing NZ certified.