

Church Road wins the inaugural New Zealand Cellar Door of the Year Award

A Hawke's Bay winery has taken out the inaugural New Zealand Cellar Door of the Year Award. Church Road Wines scooped up the award at the New Zealand Wine Awards held in Blenheim on Saturday evening.

The award was developed to recognise the outstanding visitor experiences that our New Zealand wineries' cellar doors offer both international and domestic visitors, with 32 submissions received across eight regions. Church Road Wines was awarded the trophy as their cellar door celebrated wine in the past and present with an eye on the future, with a wide range of different, immersive and interactive experiences available for visitors.

Wineries completed a written submission outlining how their winery demonstrated leadership, point of difference, operational excellence, organisational development and the results and benefits achieved. A judging panel made up of Bob Campbell, Master of Wine, Gregg Anderson, General Manager of Qualmark, and Danielle Genty-Nott, Tourism Consultant, selected six finalists. Scorecards were then wiped clear and each cellar door was mystery shopped twice.

Gregg Anderson said the judges were thrilled with the entries to this year's inaugural awards. "Particularly impressive was the storytelling of the entrants - these captured a sense of history, the challenge and innovation of winemaking in New Zealand, a strong sense of the influence of terroir on results, and often the generational story of the vineyards or winemakers."

The Cellar Door experience was an opportunity for wineries to showcase the regions in which they were based. "This is right up with the best examples of storytelling throughout the tourism industry. Also evident was the strong sense of manaatikanga - genuine authentic kiwi hospitality displayed at the Cellar Door through highly trained and enthusiastic teams, and kaitiakitangi - a sense of guardianship of the land coming through very strongly particularly around the sustainable practices of vintners. These are all hugely important aspects of the visitor or tourism experience and are aligned closely with the highly successful New Zealand tourism international branding of 100% Pure New Zealand," said Anderson.

Finalists

Tantalus Estate, Waiheke Island
Craggy Range, Hawke's Bay
Cloudy Bay, Marlborough
Chard Farm, Central Otago
Kinross, Central Otago



NEW ZEALAND WINE
PURE DISCOVERY

Media Release
19 November 2019

Highly Commended

Bladen Wines, Marlborough
Brancott Estate, Marlborough
Forrest Wines, Marlborough
Misha's Vineyard, Central Otago

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