



## Media release

20 April 2021

### Smaller vintage of exceptional quality

The New Zealand wine harvest is nearing completion, and a superb summer throughout most of the country means the industry is looking forward to a vintage of excellent quality, according to New Zealand Winegrowers.

“All reports indicate the quality of the harvest so far is exceptional, and we are looking forward to some fantastic wines coming out of this year’s vintage,” says Philip Gregan, CEO of New Zealand Winegrowers.

While it is still too early to confirm final numbers, it is clear the overall crop size is down on previous years. “There will be some variability across different parts of the country, but the industry is anticipating a significantly smaller vintage across several New Zealand wine regions this year.”

The smaller crop is due to cooler spring weather and late frosts, and comes at a time when the industry is facing increased production costs. Ongoing labour shortages, due to the closure of New Zealand’s borders and restricted number of RSE workers, have also added pressure.

“We have seen unprecedented demand for New Zealand wine in our key export markets over the past 12 months. This meant industry stocks were at low levels going into vintage, a situation that has now been compounded by the smaller harvest. We are already seeing supply and demand tension as a result, and we expect that many wineries will face tough decisions on who they can supply in their key markets over the next year,” says Gregan.

Global demand for New Zealand wine remains strong in key international markets, including the UK, USA, and Australia. Ongoing strong export performance reflects the appreciation that the world has for New Zealand wine, and reinforces the industry’s reputation for distinct, premium, and sustainable wines.

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#### **Editor’s notes:**

- Wine is New Zealand’s sixth largest export good
- New Zealand wine is exported to more than 100 countries.

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