

OVERVIEW



NEW ZEALAND WINE
PURE DISCOVERY

FAST FACTS

- Although New Zealand makes only 1% of the world's wine, it enjoys a stellar reputation.
- Covering 10 degrees of latitude and surrounded by the Pacific Ocean, the climate is mostly cool maritime. No vineyard is more than 130 kilometres (or 80 miles) from the sea.
- Plenty of sunshine means grapes achieve vivid fruit profiles but the cooling influence of the sea and low night time temperatures means the grapes retain all important acidity and freshness.
- The modern wine industry began less than fifty years ago. Sauvignon Blanc is the most widely planted variety, followed by Pinot Noir.

1%

OF TOTAL WORLD WINE
PRODUCTION (VOLUME)

**35°-45°
SOUTH**

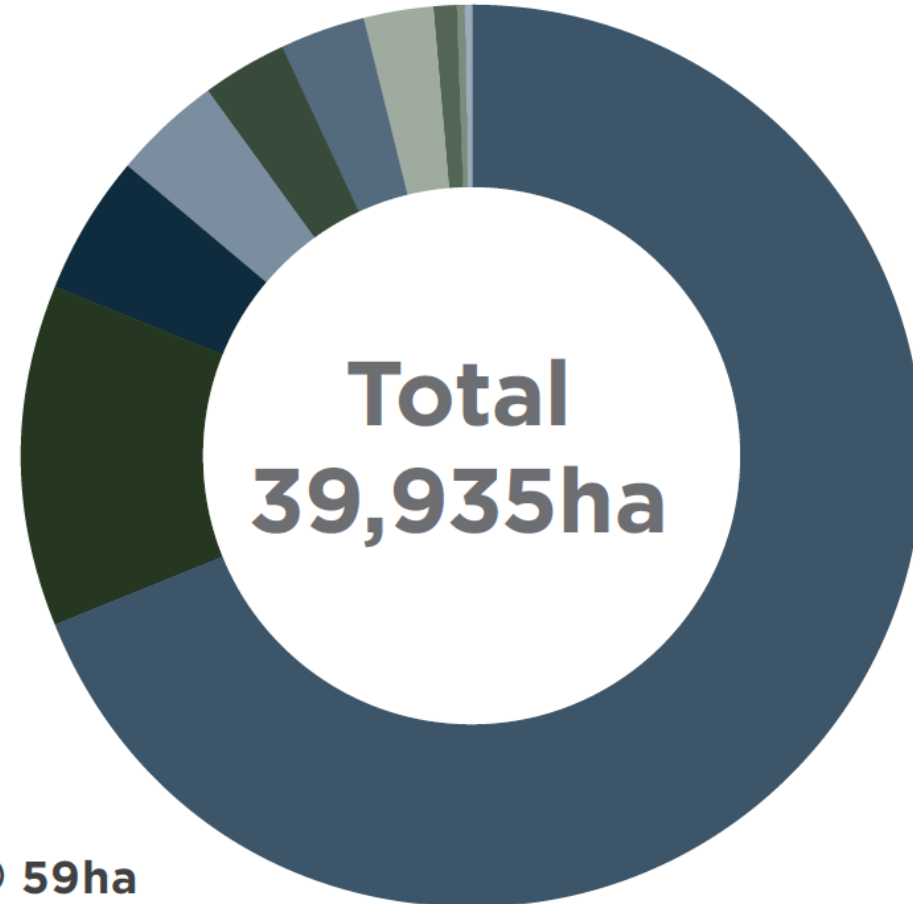
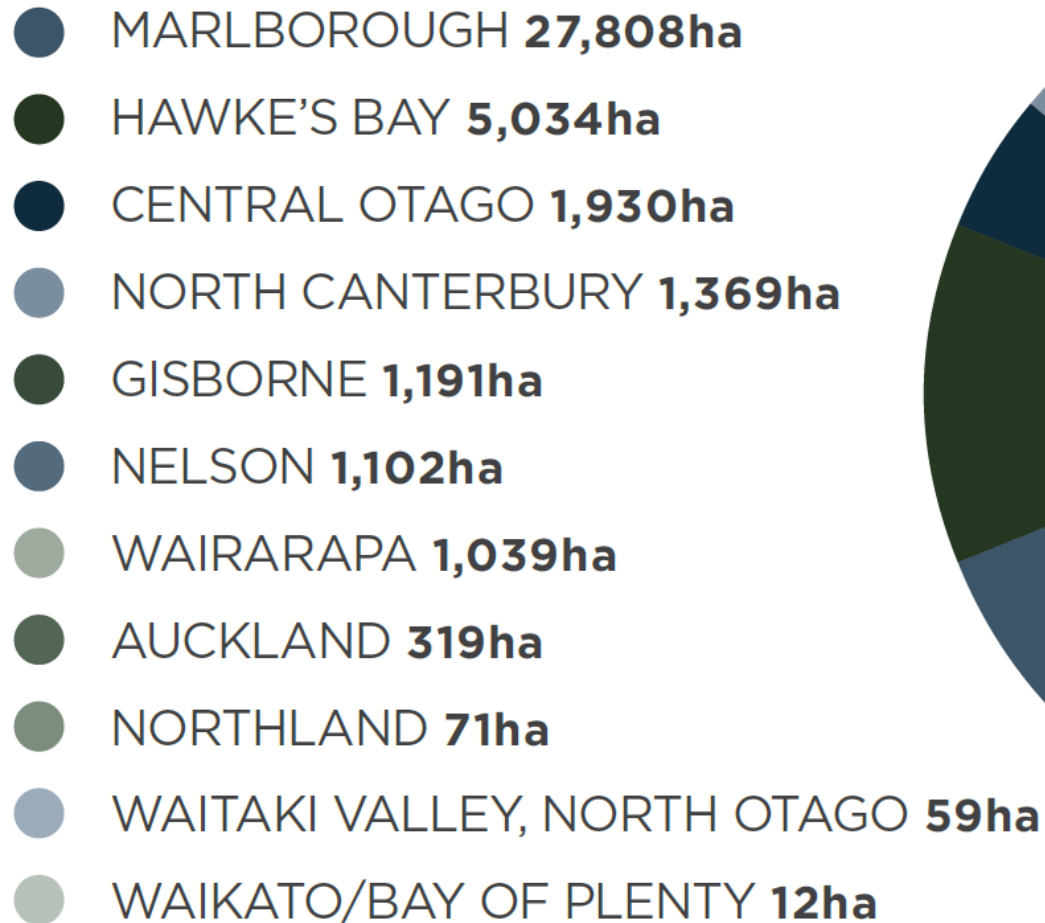
GRAPE GROWING LATITUDINAL RANGE

96%

OF NEW ZEALAND VINEYARD AREA
OPERATES UNDER INDEPENDENTLY
AUDITED SUSTAINABILITY
PROGRAMMES

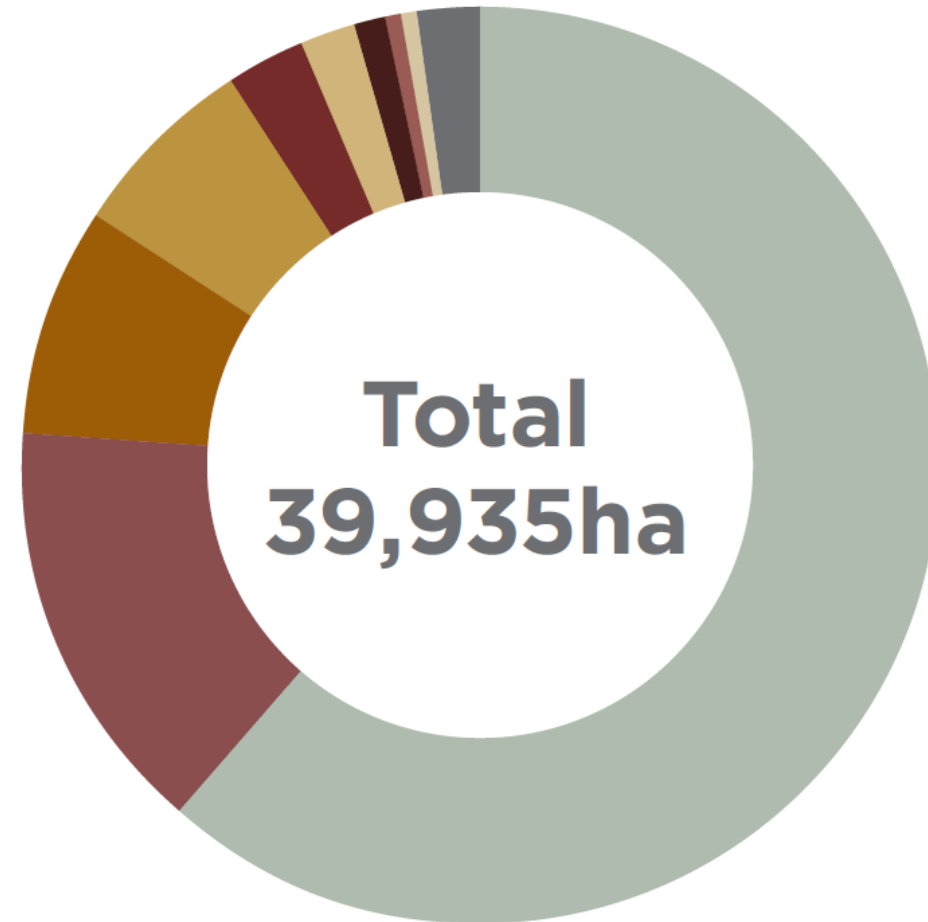
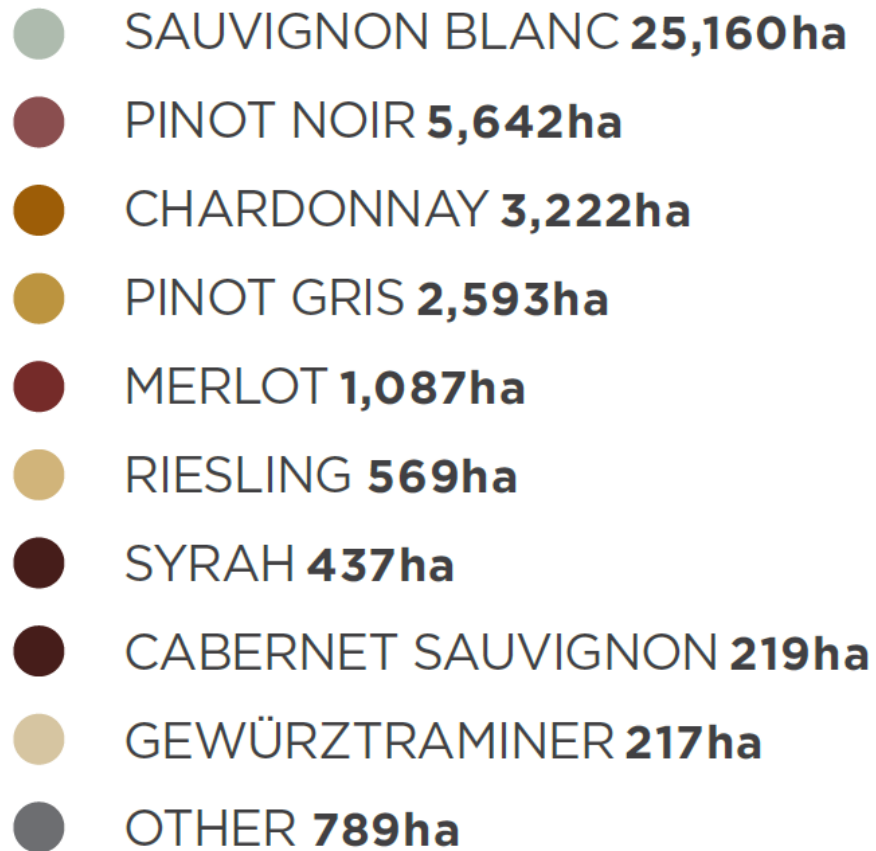
TOP THREE REGIONS - PLANTINGS

Marlborough, Hawke's Bay, Central Otago



TOP THREE VARIETIES - PLANTINGS

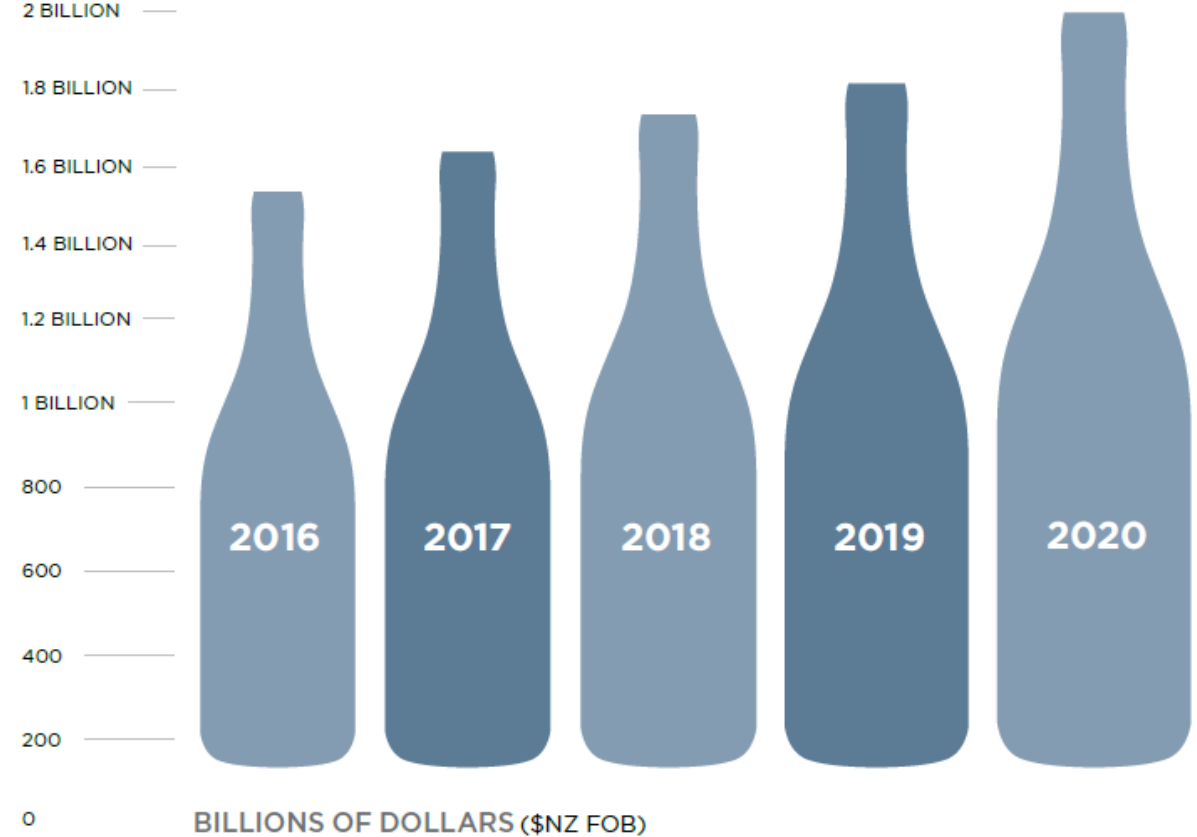
Sauvignon Blanc, Pinot Noir, Chardonnay



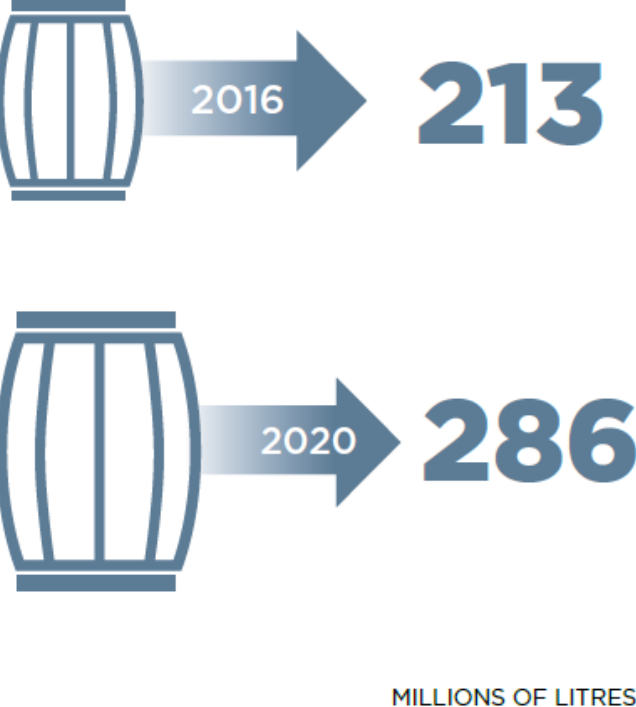
TOP THREE VARIETIES EXPORTED

Sauvignon Blanc, Pinot Noir, Pinot Gris

EXPORT VALUE



EXPORT VOLUME



SUSTAINABILITY

Sustainability is integral to the success of the New Zealand wine industry. Winemakers and grape growers are committed to crafting exceptional wine while helping the natural environment, local businesses and communities to thrive.

In 1997 New Zealand was the first wine industry to establish a nationwide sustainability programme.

New Zealand Wine has six sustainability focus areas that cover what is most important to our industry.

Climate Change

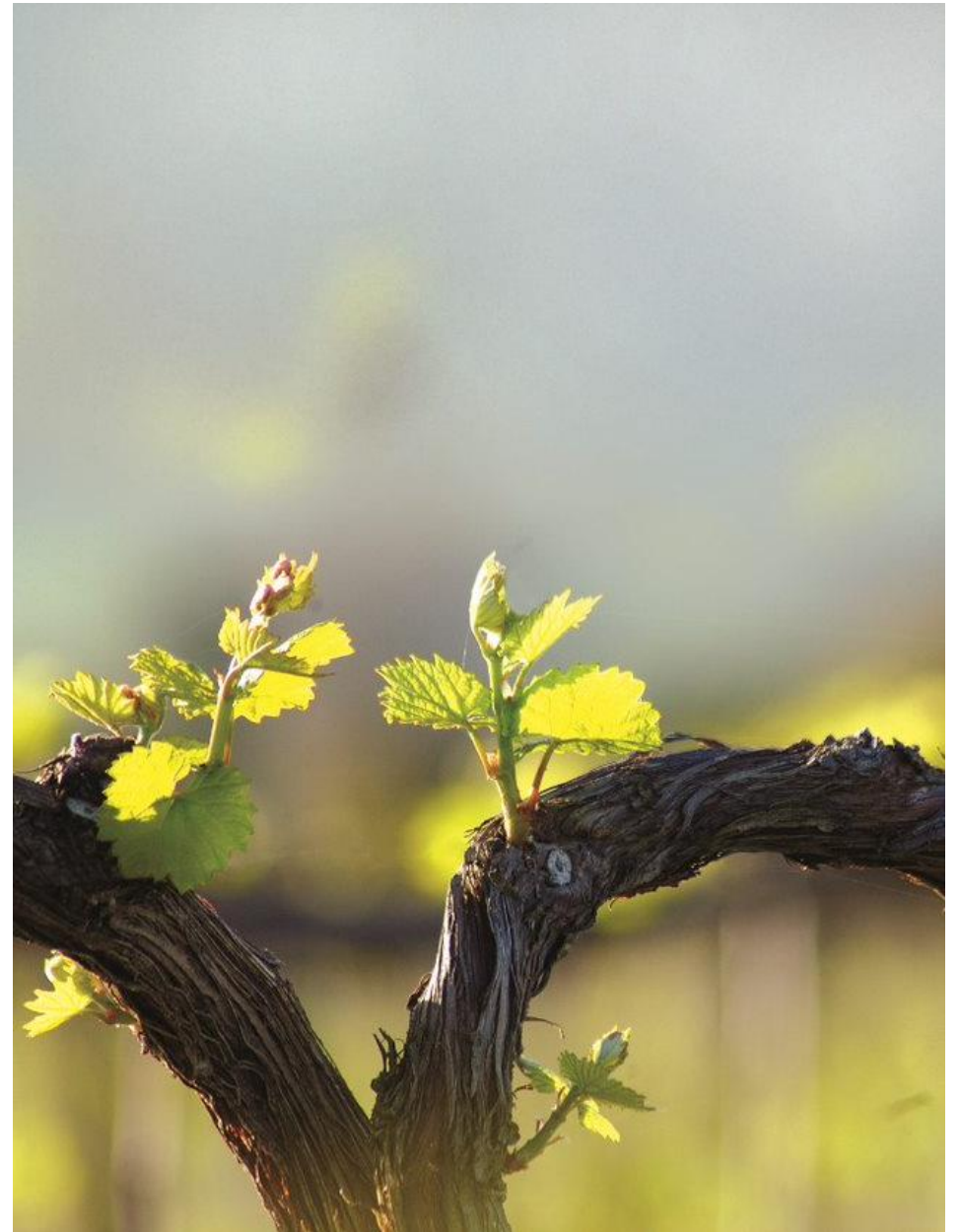
Water

Waste

Soil

Pest & Diseases

People



SUSTAINABILITY

Sustainable Winegrowing New Zealand (SWNZ) is a world-leading initiative, with 98% of New Zealand's vineyard producing area certified by the programme.

Under New Zealand Winegrowers' Sustainability Policy, wine must be made from 100% certified grapes in 100% certified winemaking facilities that are independently audited.

Over 10% of wineries in New Zealand are now certified as organic, under globally recognised organic certification programmes.

