

New Zealand Winegrowers Strategy



INDUSTRY VISION

Consumers everywhere are buying and loving New Zealand's world leading wines.

INDUSTRY GOALS

New Zealand is globally recognised for world-leading wines that are grown and produced sustainably.
Value and volume growth drive greater prosperity across the industry.
New Zealand wine is a leading export sector, with an industry goal to reach \$5 billion in future sales.
The industry has the operating environment it needs to lead globally.
The industry is united by a shared vision and common goals.

NZW MISSION

Elevate and sustain the New Zealand wine industry, by empowering our members.



Support & Inform

- We are a trusted source for advocacy, data, insights and practical resources.
- Our members have the confidence and information they need to make sound business decisions.
- BRI research and innovation delivers enduring value for vineyards and wineries.



New Zealand wine reputation

- Our activities, engagements, and public relations programmes build the New Zealand wine category.
- Biosecurity protection, sustainability leadership, and advocacy support our industry goals.



Connect & Enable

- The industry is supported by strong regional relationships, a skilled and engaged workforce, strengthened sustainability standards and platforms for user-pays in-market events.