

Media Release:  
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### What are you doing to celebrate International Sauvignon Blanc Day?

Festivities celebrating the seventh annual International Sauvignon Blanc Day will kick off on Friday May 6 in New Zealand, home to some of the world's most coveted Sauvignon Blanc wines, before continuing around the globe, following the sun.

Wine brands, restaurants, bars, retailers and Sauvignon Blanc fanatics are encouraged to post video clips, photographs and messages on Facebook, Twitter and Instagram showing their passion for New Zealand's most popular drop by using the "hashtags": **#SauvBlanc** and **#nzwine**.

New Zealand Winegrowers are celebrating the variety that awoke the world to New Zealand wine by running promotions with international retailers, hosting tasting events and holding online competitions around the globe.

"2016 has already been a huge year for New Zealand Sauvignon Blanc," said Chris Yorke, Global Marketing Director for New Zealand Winegrowers. "Our inaugural International Sauvignon Blanc Celebration took place in Marlborough in early February, and saw 300 international guests from 18 countries attending, with over 400 wines available to taste."

"We've seen amazing international coverage as a result of the Celebration, and International Sauvignon Blanc Day provides another great opportunity to raise awareness about New Zealand's most popular wine, which makes up 85% of wine exported from New Zealand" said Mr Yorke.

"#SauvBlanc trended at number one on Twitter last year in New Zealand on International Sauvignon Blanc Day, and we'd love to build on that success this year and see how well we can do internationally!"

-ENDS-

*For more information please contact:*

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#### **Additional information:**

- Sauvignon Blanc accounts for around 85% of wine exported from New Zealand.
- New Zealand Sauvignon Blanc exports are worth over \$1.1 billion annually.
- New Zealand wine exports have reached a new record high of \$1.54 billion for the 2015 year, up 14% on 2014 according to New Zealand Winegrowers.
- New Zealand wine is exported to more than 90 countries, and is New Zealand's 6<sup>th</sup> largest export good.