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Media Release

Wine industry converge in Marlborough

Around 500 grape growers, winemakers, and industry leaders will converge in Marlborough this week to learn, discuss and network at the wine industry's annual Romeo Bragato Conference.

"In the past year we've seen continued strong demand in our key export markets," said New Zealand Winegrowers CEO, Philip Gregan.

"This year Bragato is all about working to protect the reputation for quality we've attained, and gaining a clear understanding of key market and production trends."

New Zealand Winegrowers has over 70 noteworthy speakers lined-up for Bragato 2016, with presentation topics ranging from research and innovation, through to online and consumer trends in key markets. Speakers include big names from New Zealand and abroad, including:

- Malcom Rands, Founder of sustainable success story Ecostore
- Michelle Dickinson AKA Nanogirl, Nanotechnologist and Science Educator
- Rob McMillan, EVP and Founder of Silicon Valley Bank's Wine Division
- Paul Mabray, CEO of US based TMRW Search Engine
- Miles Beale, CEO of the UK's Wine and Spirits Trade Association
- Mike Osborn, founder and VP Merchandising of online giant Wine.com

"We've worked hard to ensure the range of topics and speakers will interest and excite all of our members," said Mr Gregan, "from future-focused research, innovations and technologies presentations for our winemaking and viticulture members, to in-depth online and consumer focused sessions for industry business, marketing and brand managers."

The Romeo Bragato conference is named after one of the early pioneers of the industry. The conference will be held in Blenheim at the Marlborough Convention Centre from 24-26 August.

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For more information please visit www.bragato.org.nz or contact:

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More information:

The conference is named after Romeo Bragato who arrived on New Zealand shores on February 19, 1895. Fresh from Italy with his Diploma in Viticulture and Oenology in hand, Romeo Bragato travelled from one end of the country and advised the then Government on the prospects for viticulture in New Zealand.

