

Media Release:
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New Zealand wine exports reach record \$1.5 billion high

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.

‘The new record level of wine exports is an outstanding achievement for New Zealand wine exporters and testifies to the strong global demand for our wines,’ said Philip Gregan, CEO of New Zealand Winegrowers.

New Zealand wine is exported to more than 90 countries, and is New Zealand’s 6th largest export good.

‘The past year has seen particularly strong growth into the USA, with export value up 26% to \$430 million, Canada up 18% to \$100 million, and the UK up 12% to \$380 million. The lower New Zealand currency has assisted the increased returns, but underlying the growth is the very positive reputation of New Zealand wine amongst consumers and the wine trade globally.’

New Zealand wine exports reached \$1 billion in 2010 and the industry has a goal of \$2 billion of annual wine exports in 2020.

‘Achieving the \$1.5 billion record means the industry is well on track to achieving exports of \$2 billion by 2020,’ said Mr Gregan.

The announcement of the new export record comes at a very busy time for the wine sector. Next week New Zealand Winegrowers will host over 300 wine producers, writers and experts from 18 countries in Marlborough, for the first ever International Sauvignon Blanc Celebration. Later in the week around 80 wine influencers will then journey on to Gisborne to take part in New Zealand’s first Sparkling and Chardonnay Symposium.

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