

Media Release:  
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### **New Zealand Winegrowers launches independent retail promotion for NZ Pinot Noir**

New Zealand Winegrowers are offering independent UK retailers the chance to win one of two amazing trips to Pinot Noir NZ 2017 ([pinot.co.nz](http://pinot.co.nz)), described as “the best Pinot Noir event on the planet.”

The Pinot Noir NZ Celebration is a premium 3-day wine event, held in Wellington, New Zealand, in January 2017. It brings together media, trade and enthusiasts from all corners of the globe, to be educated, stimulated and connected to what makes NZ Pinot Noir so special.

To be in to win, retailers need to prove that their Pinot promo skills are market leading, by running a stand-out New Zealand Pinot Noir promotion across at least two weeks in September 2016.

Entry is free, and to be eligible retailers must stock at least three New Zealand Pinot Noirs from at least two different regions.

A panel of independent judges will be looking for innovative campaigns that educate consumers in a fresh new way, and above all else raise awareness of the quality of New Zealand Pinot Noir. The winners will be chosen based on the creativity and effectiveness of their campaign, as well as an uplift in sales of New Zealand Pinot Noir.

“We are delighted to bring back our popular Independent Retailers promotion and by offering such an exclusive prize, we hope many independent retailers will get involved,” said Chris Stroud, New Zealand Winegrowers Marketing Manager for Europe.

“It is a fantastic opportunity for retailers to increase their New Zealand range of wines, add value to their business, and potentially win the wine trip of a lifetime.”

New Zealand Winegrowers can assist with digital imagery and information and limited POS. Retailers can contact [cstroud@nzwine.com](mailto:cstroud@nzwine.com) to discuss collateral available.

For further information, Terms & Conditions, and to register go to: [nzwine.com/win/](http://nzwine.com/win/)

#### **Ends**

*For more information please contact:*

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- 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.