

Media Release
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New Zealand's sustainable wine production takes centre stage in LA

New Zealand Winegrowers' *Sustainable Because* video has received three category nominations at this year's Annual Taste Awards in Los Angeles, California.

"The short documentary created by WINERAM Productions cleverly encapsulates the reasons why sustainability is important to so many New Zealand wine producers" said Sarah Szegota, Communications Manager at New Zealand Winegrowers.

"Not only are the category nominations testament to the skill of the team at WINERAM, but also to New Zealand's winemakers and grape growers who are leading the charge in sustainable, organic and biodynamic wine production."

Sustainable Because has been nominated for Best Reality Series, Best Regional Programme, and the Viewer's Choice Award for Best International Programme.

94% of New Zealand's vineyard area is certified by Sustainable Winegrowing New Zealand – unmatched by any voluntary scheme around the world.

-ENDS-

Editors' notes:

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Watch *Sustainable Because* here: <https://www.youtube.com/watch?v=qQGWDNY4tv8>

For more information on the awards go to: <http://www.thetasteawards.com/>

The Annual Taste Awards celebrate the best productions in the Lifestyle Entertainment Industry. The Mission is to recognize and acknowledge outstanding excellence in video, film, mobile and interactive content focused on food, drink, fashion, design, travel, health and lifestyle.