

Media Release:
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Which NZ Sauv will you be drinking on International #SauvBlanc Day?

International wine lovers will celebrate Sauvignon Blanc by marking the 7th annual International Sauvignon Blanc Day on May 6. Festivities will kick off in New Zealand and continue around the globe, following the sun.

“New Zealand Sauvignon Blanc has come from humble beginnings, and is now a \$1.2 billion dollar export earner, boosting New Zealand Wine to be the country’s 6th largest export,” said Chris Yorke, Director of Global Marketing for New Zealand Winegrowers.

“We think that’s a success story worth celebrating, so raise a glass to the wine that put New Zealand on the map on May 6!”

If you’re a Sauvignon Blanc fanatic, you can show your passion by posting video clips, photographs and messages that salute our most popular drop on Facebook, Twitter and Instagram using the ‘hashtags’: **#SauvBlanc** and **#nzwine**.

New Zealand Winegrowers are celebrating New Zealand Sauvignon Blanc by running promotions with international retailers, hosting events and holding online competitions around the globe.

Find out what New Zealand Winegrowers have planned and follow the #SauvBlanc #nzwine outbreak on social media at: nzwine.com/sauvblanccday

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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 \$1.2 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 6th largest export good.