



NEW ZEALAND WINE
PURE DISCOVERY

nzwine.com

A LAND LIKE NO OTHER

TUCKED AWAY IN A REMOTE CORNER OF THE GLOBE IS A PLACE OF GLORIOUS UNSPOILED LANDSCAPES, EXOTIC FLORA AND FAUNA, AND A CULTURE RENOWNED FOR ITS SPIRIT OF YOUTHFUL INNOVATION. NEW ZEALAND IS A WORLD OF PURE DISCOVERY, AND NOTHING DISTILLS ITS ESSENCE MORE PERFECTLY THAN A GLASS OF NEW ZEALAND WINE. DISCOVER OUR WORLD.



NEW ZEALAND



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JOIN THE CONVERSATION



New Zealand is one of the world's youngest nations. Maori created its traditional cultural expression, and just as Maori artists today are reinterpreting ancient craftworks — such as kahu (cloaks, typically of feather, pictured) in new forms and materials — so our grape growers and winemakers are innovating in the vineyard and winery.

100% COMMITTED TO EXCELLENCE

New Zealand's wine producing history extends back to the founding of the nation in the 1800's. But it was the introduction to Marlborough's astonishing Sauvignon Blanc in the 1980's that saw New Zealand wine explode onto the international scene, courtesy of world beating performances in international competitions and rapturous critical reviews.

And while Marlborough retains its status as the one of the world's foremost wine producing regions, the quality of wines from elsewhere in the country has also garnered international acclaim.

By world standards New Zealand's production capacity is tiny,

accounting for less than 1% of total volume. And though the average price tag for a New Zealand wine is a reflection of its desirability, few would question its ability to deliver excellent value for money.

In fact, it's the unwavering commitment to quality over quantity that has won New Zealand its reputation as a premium producer.

This commitment is evident from the vineyard to the winery; along with sustainability leadership, New Zealand continues to pioneer advances such as canopy management, stainless steel fermentation techniques and screwcaps.

<1%

OF TOTAL WORLD WINE PRODUCTION (VOLUME)

36°-46°
SOUTH

GRAPE GROWING LATITUDINAL RANGE

94+%

OF NEW ZEALAND VINEYARD AREA OPERATES UNDER INDEPENDENTLY AUDITED SUSTAINABILITY PROGRAMMES

"For a small country with a relatively young wine industry (at least on the international level), New Zealand really has made a name for themselves over recent years. The wines retain an air of mystery that is somewhat unique in this ever-shrinking modern world of ours."

Gregory Dal Piaz, Snooth.com, USA



WHAT DOES 'SUSTAINABLE' MEAN FOR NZ WINE?

For us, sustainability means delivering excellent wine to consumers in a way that enables the natural environment, the businesses and the communities involved, to thrive.

We've identified seven 'pillars' as our key areas of focus: biodiversity; soil, water and air; energy; chemicals; byproducts; people; and business. We then provide guidance and support for each to our members.

In fact, central to our sustainability policy, is a commitment to keep improving as new research is undertaken and new technologies are developed. We're actively

involved in both of these areas, with an ongoing leadership role in industry research and development projects. As a result we're helping to raise the global bar for sustainability.

Under New Zealand Winegrowers' Sustainability Policy, wine must be made from 100% certified grapes in fully certified winemaking facilities and certification must be through an independently audited programme - either Sustainable Winegrowing New Zealand or one of the recognised organic or biodynamic certifications. Find out more at nzwine.com/sustainability



PREMIUM, SUSTAINABLE, DIVERSE

As an isolated, cool climate island nation, New Zealand enjoys an undeniable advantage when it comes to producing distinctive, ultra high quality wines.

No place is more than 130km, or 80 miles, from the sea and the proximity of our vineyards to the ocean has a pronounced effect on the character of our wines. Mild, sunny summers and marked differences between day and night time temperatures in many regions slow the ripening of the grapes and allow them to develop pure, intense varietal flavours. This is the foundation of New Zealand wines' elegance and power, and helps explain their famed balance, structure and food friendliness.

And with growing regions extending 1,600km (1,000 miles) - from latitude 36° in the subtropical north to latitude 46° in the mountainous south (the most southerly vineyards in the world) - regional diversity is dramatic, enabling a striking array of wine varieties and styles to flourish.

35,463

PRODUCING HECTARES (2015)*

235

MILLION LITRES OF WINE PRODUCED (2015)**

SOURCES: *New Zealand Winegrowers Vineyard Register Report 2015
**New Zealand Winegrowers Annual Report 2015

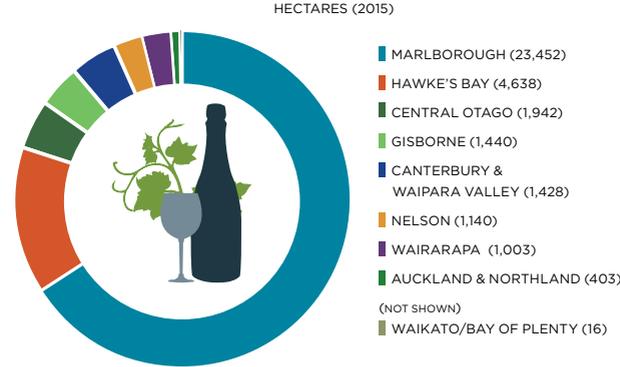
"A country with a dizzying array of terroirs and microclimates, so unsurprisingly it burgeons with styles."

Neal Martin, Robert Parker's Wine Advocate

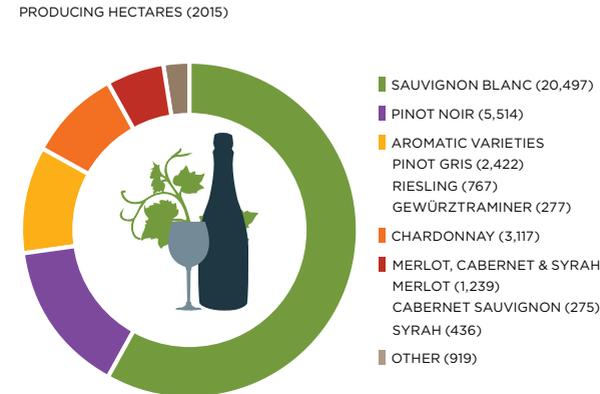


A VAST PORTFOLIO OF WINES, WITH
25
VARIETIES PLANTED IN COMMERCIAL QUANTITIES

NEW ZEALAND PRODUCING VINEYARD AREA



KEY VARIETIES



SOURCE: New Zealand Winegrowers Vineyard Register Report 2015

EXPORT VOLUME AND SALES



EXPORT VOLUME (MILLIONS OF LITRES)



SOURCE: New Zealand Winegrowers Annual Report 2015

"What is so encouraging about New Zealand wine is that it is no longer a one trick pony. Winemaking is better than it ever has been, at a range of price levels and in a wide range of styles."

Jancis Robinson MW, Financial Times, UK