

Media Release
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Wine exports reach record high

The export value of New Zealand wine has reached a record high according to the 2017 Annual Report of New Zealand Winegrowers. Now valued at \$1.66 billion, up 6% in June year end 2017, wine now stands as New Zealand's fifth largest goods export.

Over the past two decades the wine industry has achieved average annual export growth of 17% a year states the Report. "With diversified markets and a strong upward trajectory, the industry is in good shape to achieve \$2 billion of exports by 2020" said Steve Green, Chair of New Zealand Winegrowers.

According to the Report exports to the USA have lead the strong growth, passing \$500 million for the first time (up 12%). New Zealand wine became the third most valuable wine import into the USA, behind only France and Italy.

Mr Green highlighted that in order to achieve continuing value growth, it is critical for the industry to maintain focus on protecting and enhancing its reputation as a distinctive, quality product. "Our premium reputation remains the greatest collective asset for New Zealand wine, and underlies the high average price our wine commands in global trade".

Improved protection of New Zealand's regional identities through the Geographical Indications (Wine and Spirits) Registration Act, and initiatives such as the launch of the Sustainable Winegrowing New Zealand Continuous Improvement extension programme will help enhance the world-class reputation of New Zealand wine as a premium and sustainable product, said Mr Green.

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The 2017 Annual Report can be accessed here: <https://www.nzwine.com/en/news-media/statistics-reports/new-zealand-winegrowers-annual-report/> (UPLOAD)

For further information contact:

Steve Green
Chair
New Zealand Winegrowers
027 2083194

Jeffrey Clarke
Acting CEO
New Zealand Winegrowers
09 916 1561
021 477 428