

Media Release

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Women in Wine movement gaining momentum

Women in Wine events around the country are being met with enthusiasm by the New Zealand wine industry.

To date regional events have been held in Central Otago and Canterbury as part of the Women in Wine national initiative, instigated by New Zealand Winegrowers in August 2017. Other regions are poised to launch events over the coming months.

The aim of Women in Wine is to promote and facilitate the participation and success of women in the New Zealand wine industry.

Women in Wine national coordinator Nicky Grandorge says the interest and support from both men and women has been extremely encouraging.

“Women are already working in a variety of roles throughout the industry including winemaking, viticulture, logistics, marketing, sales, administration and senior management. Women in Wine NZ aims to support and encourage women to achieve even more than they already have.”

The success of New Zealand wine, now the country’s fifth largest export, is a direct result of the hard work and passion of people within the industry.

“We want to celebrate the diversity that is key to that success and highlight the exciting career opportunities there are,” Nicky Grandorge says. “In short, the goal is to connect, educate and develop together so diversity becomes the norm and the New Zealand wine industry continues to grow stronger, more efficient and be even more highly regarded around the world.”

A national mentoring programme is in the process of being created, with a national networking event to be held later in the year. In addition, each region is organising their own local events with the aim of educating and sharing information.

A representative from each region will attend the first Women in Wine national committee meeting on 21st February 2018.

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