

10 April 2018



## **It's not #sauvblanc day without #nzwine**

It's time to start thinking about what iconic New Zealand Sauvignon Blanc you will be drinking this International Sauvignon Blanc Day, 4<sup>th</sup> May.

There are many delicious options to choose from, no matter where you are in the world.

Director of Global Marketing for New Zealand Winegrowers Chris Yorke says New Zealand makes less than 1% of the entire world's wine production, but of that 86% is Sauvignon Blanc.

And as a result, New Zealand punches well above our weight by producing 17% of all Sauvignon Blanc.

"It's the varietal we are best known for and our wineries have mastered the art of producing explosive flavours that make New Zealand Sauvignon Blanc a favourite with both consumers and wine critics," Chris Yorke says.

May 4<sup>th</sup> marks the 9<sup>th</sup> annual International Sauvignon Blanc Day, with events and celebrations planned across the globe in recognition of this delightful and zesty varietal.

With New Zealand the first country in the world to see the sun, events will kick off Down Under, continuing around the world as people wake up on 4<sup>th</sup> May.

If you're a Sauvignon Blanc fan, show your appreciation by posting video clips, photographs and messages that celebrate our most popular drop on Facebook, Twitter and Instagram using the hashtags #sauvblanc and #nzwine.

New Zealand Winegrowers is running promotions with international retailers, hosting events and holding online competitions worldwide. Join the fun by following us on [Facebook](#), [Instagram](#) and [Twitter](#).

For more information on International Sauvignon Blanc Day visit [www.nzwine.com/sauvblancday](http://www.nzwine.com/sauvblancday)

**-ENDS-**

For further information contact:

Andrea Svendsen

Communications Manager

New Zealand Winegrowers

027 700 3971



Celebrate with us on

-  [newzealandwinegrowers](#)
-  [nzwinegrowers](#)
-  [nzwine](#)

