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Sauvignon 2019 announces programme on International Sauvignon Blanc Day

In January 2019 the world's top wine experts will arrive en masse in Marlborough to attend New Zealand's International Sauvignon Blanc Celebration.

It's an unparalleled opportunity for New Zealand to shine the spotlight on our diverse Sauvignon Blanc offerings to leading wine producers, experts and key influencers.

The event runs for three days during 28-30 January 2019, with a programme designed to demonstrate the complexity of Sauvignon Blanc, emerging styles, vineyard practices, winemaking influences and future trends.

An initial programme release will take place this International Sauvignon Blanc Day, on May 4th, with wineries and sponsors invited to come along, celebrate Sauvignon Blanc Day and learn about the big plans in place for 2019.

Chairman of the International Sauvignon Blanc Celebration committee Patrick Materman says New Zealand produces some of the best Sauvignon Blanc in the world, and our wine is renowned for its quality and explosive flavours.

"International Sauvignon Blanc Celebration 2019 is the opportunity to seize on this success and grow our reputation with international wine experts and influencers."

This is the second time New Zealand has hosted the International Sauvignon Blanc Celebration. Sauvignon 2019 is a truly international event, with eight different Sauvignon Blanc producers outside of New Zealand flying in to join the festivities.

Wineries wishing to attend the preview of the Sauvignon 2019 programme on International Sauvignon Blanc Day, 4th May, should contact events@sauvignonnz.com

The event, to be held at Brancott Heritage Centre from 4.30 - 6pm, will be hosted by New Zealand Winegrowers and Wine Marlborough.

For further information contact:

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2019^{NZ} International
Sauvignon Blanc
Celebration
Marlborough 28-30 Jan