

Trade Release

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New Zealand Winegrowers challenges trade to demonstrate their Pinot promo skills

New Zealand Winegrowers is challenging independent Australian retailers and restaurateurs to demonstrate their Pinot promotion skills for the chance to win the immersion trip of a lifetime.

The representative body for wine in New Zealand is offering a prize of two experiences incorporating the International Sauvignon Blanc Celebration in Marlborough, the Chardonnay & Sparkling Symposium in Gisborne as well as tours and tastings in Wairarapa, and Central Otago for a lucky pair who best demonstrate their Pinot promotion skills across at least two weeks in October 2018.

Entry to the competition is free and to be eligible retailers and restaurateurs must stock or list at least three New Zealand Pinot Noirs from at least two different regions. One trip will be awarded per channel.

A panel of independent judges will look for innovative campaigns that educate customers and guests in a fresh, new way and raise awareness of the quality and diversity of New Zealand Pinot Noir. The winners will be chosen based on the creativity and effectiveness of their campaign, as well as an uplift in sales of New Zealand Pinot Noir.

“We see this as an opportunity for trade to increase their range of wines and add value to their business in a category that is experiencing strong growth,” said Natalie Grace, New Zealand Winegrowers Marketing Manager for Australia.

“October is also the perfect time of year as the east coast becomes a Pinot lover’s heaven with dozens of New Zealand winemakers descending on Australia for the Pinot Palooza festivals. This provides an avenue for retailers, wine bars and restaurants to make the most of that buzz and be in to win an incredible trip at the same time.”

New Zealand Winegrowers is supporting participants with digital imagery, staff training resources and limited POS including a consumer competition with flights to New Zealand.

For further information, terms and conditions and to register your participation, visit nzwine.com/pinot-promo

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Editor’s Note: New Zealand wine is exported to more than 90 countries with Australia being its third largest market by value and volume. The industry is working towards a goal of \$2 billion of exports in 2020.