

sauvignon.^{NZ 2027}

2-4 February 2027

Wairau, Marlborough

New Zealand's top Sauvignon Blanc producers, influencers and enthusiasts from all corners of the globe will gather for an experience like no other.



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Our Purpose

To create a premium platform that champions and elevates the perceptions of New Zealand Sauvignon Blanc globally. Celebrating its diversity, quality, and cultural origins through a bold, immersive, and uniquely New Zealand experience.



Our Objectives

Celebrate what makes Sauvignon Blanc uniquely New Zealand – our place, people, and diversity. Reinforce industry pride in our leading varietal. Engage a new generation of global influencers. Challenge, broaden and disrupt perceptions of established gatekeepers.
... there is more to be discovered.



Our Pursuit

For the next generation of wine creators, buyers, educators and journalists, Sauvignon 2027 is an immersion that turns premium, place and innovation into an emotional discovery. Designed to win the hearts and minds of influencers, guests will drive thought-leading stories, shareable social content and tangible commercial outcomes for wineries while promoting New Zealand Sauvignon Blanc.



Crafted by industry

Sauvignon Blanc New Zealand 2027 is crafted and executed by a committee of industry representatives. This epic experience will deliver an aspirational programme that celebrates New Zealand as international thought leaders, sparking increased demand for New Zealand wine. This celebration will attract a stellar line up of kiwi and international visionaries and influencers. There will be discussion, challenging conversation, and plenty of tasting.

Sauvignon 27 is also about mixing, mingling and connections, so we'll be treating attendees to fantastic New Zealand cuisine, insanely good entertainment, and true kiwi hospitality.

This is certainly no ordinary wine event.
Nat



Natalie Christensen, Chair

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Crafted by industry

Ben Leen, Amisfield
Ben Tombs, Craggy Range
Charlotte Read, NZW
Jules Taylor, Jules Taylor
Laura-Kate Morgan, Vinarchy
Murray Cook, Dog Point
Rachael Everitt, Invivo
Rich Ellis, The Marlborist
Richelle Tyney, Greywacke
Tracy Johnston, Dayvinleigh
Wine Marlborough



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World Class Experience



Plenary Sessions: Conference-style insights into terroir, sustainability, sub-regionality, and the future of Sauvignon Blanc.

Major Tastings: Featuring NZ's finest alongside international icons.

Participating Winery Tastings: Opportunity for attendees to taste and create genuine connections between the product, the place and the people.

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Social & culinary concepts

High-energy opening night (consumer access possible). Ground attendees in this place. Energise for what's ahead. **Marlborough Long Lunch** experiences for guests to really get to know our wineries, our place and our Sauvignon Blanc. Unexpected experiences in exclusive and meaningful locations.

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Attendees with Impact

Programme content is being crafted to make serious impact. Speakers will inspire, challenge and engage. We are thinking big! With the support of New Zealand Winegrowers, a targeted list of impactful internationals will join the experience as part of a wider NZ itinerary. The committee aims to invite attendees that sit in the gap of usual focus – influencers, celebrities those who might deliver the unexpected.



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Memorable moments

We are creating an experience to remember. Attendees will return home with authentic stories, connections and a deeper understanding of the breadth, diversity and innovation behind New Zealand Sauvignon Blanc.

Memories made to last a lifetime ...and seriously leave a mark.



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