



Inform. Inspire. Connect.

EMBRACING CHANGE & SUSTAINING GROWTH

28 August 2025



The New Zealand Winegrowers Wine Business Forum 2025 is the must-attend event for anyone involved in the business of wine to more deeply understand the fast-changing landscape of the global wine industry and how to adapt to sustain future growth. As New Zealand Winegrowers celebrates 30 years since the inception of its Sustainable Winegrowing New Zealand programme, this year's forum will also explore topics on sustainability and its importance to wine business. With world-class speakers and thought-provoking discussions, attendees will gain invaluable insights into the strategies and innovations shaping the future of New Zealand wine.

Why Attend?

- Gain cutting-edge insights from leading international and local speakers.
- Understand new strategies to future-proof wine marketing and sales.
- Explore how sustainability considerations can be a key driver for growth and global trade access.
- Be inspired by inspirational brand and category successes and innovative approaches to sustaining industry growth.
- Have the opportunity to be inspired, learn and connect with fellow industry members.
- Experience Te Pae, New Zealand's newest convention centre where their commitment to sustainability is at the heart of everything they do.

Who Should Attend?

This event is designed for decision-makers including vineyard owners, winery owners, marketers, sales managers, exporters, winemakers, viticulturists and all those who are looking to stay ahead in the competitive global market and help drive the long-term sustainable success of New Zealand wine.

Topics

- **The Wine Shift: Turning Change Into Opportunity**
Drawing on global consumer trends and emerging signals, Lulie Halstead highlights the strategies New Zealand wine businesses can adopt to stay relevant, resilient and ready.
- **New Zealand Wine in the USA**
Embracing the challenges and rising to the occasion.
- **Embracing Asia, The Future of its Wine Markets**
China, South Korea, and Japan are seeing strong New Zealand wine export growth. What's behind this and where do other exciting opportunities for New Zealand wine lie?
- **Wine in the Digital World – The DTC Opportunity**
The biggest profit per bottle lever in the Wine Trade for the last 30 years.
- **Consumer Connection: Using AI To Create Opportunities**
How the latest AI technologies can support, deepen and grow your brand relationship with consumers globally.
- **Sustainability – Do Consumers and Retailers Really Care?**
Hear how sustainable practices are a powerful selling point for New Zealand wine for consumers and retailers worldwide.
- **New Zealand's Sustainable Future**
How our green reputation on the global stage stacks up in our key export markets - what do our markets of the future look like?

We look forward to connecting in Christchurch this August.

For more information and to register, visit nzwine.com/wbf



NEW ZEALAND WINE
Te Pae Convention Centre
Ōtautahi Christchurch
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