



NEW ZEALAND WINE
PURE DISCOVERY

NEW ZEALAND WINE MARKETING

REVIEW 2018-19
PLANS 2019-20



CONTENT

Strategic alignment

Marketing goals/activities

- Visits to New Zealand
- Education
- Wine Tourism
- Information to Trade/Media
- Information for Members

NZW OVERALL STRATEGY

OUR VISION

- Around the world New Zealand is renowned for our exceptional wines

OUR MISSION

- To create enduring value for our members

OUR PURPOSE

- To protect and enhance the reputation of New Zealand wine.
- To support sustainable, diversified value growth of New Zealand wine

HOW WE DO THIS

- We Engage : Inform : Research : Provide Tools and Platforms

MARKETING ACTIVITIES / GOALS

KEY ACTIVITIES	GOALS
Education of influencers in-market	Increased engagement with trade, media & educators.
Visits of key trade, media & educator influencers to NZ	Develop strong relationships to influence their market networks
Market Information to members and Regional Associations	Member market/ing strategies enhanced by market information provided.
Wine Tourism	Maximise wine tourism revenue to members.

MARKETING – HOW WE DO THIS

Engage

- With trade, media & educators in premium market segments overseas
 - Identification of influencers & key influencers
 - Use Major Events strategy as hook to bring key influencers to NZ
 - Use key influencers to conduct seminars, masterclasses etc to focus on premium, sustainable and diverse NZ wines
- With RTOs, Regional wine associations & other stakeholders on wine tourism

Inform

- Provide relevant & timely market information e.g. Guides to Market, wine tourism insights

Research

- Purchase relevant research, work with BRI

Tools

- Major Events in NZ, Cellar Door Day, Sommits, NZwine.com, In-market Events, Regional strategies

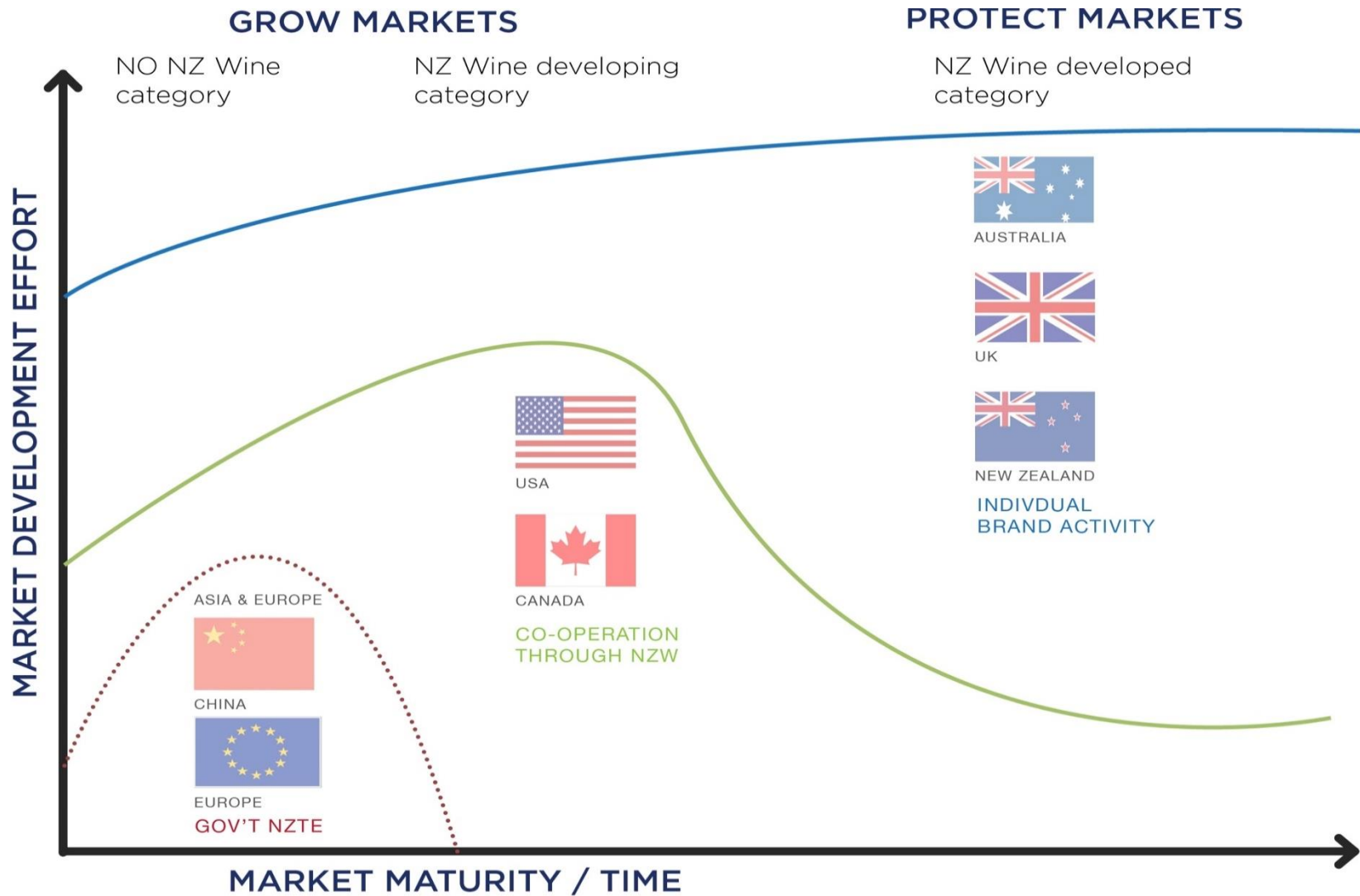
NEW ZEALAND WINE BRAND



NEW ZEALAND WINE BRAND PILLARS

- Premium
- Sustainable
- Regional and Varietal Diversity

FOCUS MARKETS



MAJOR EVENTS STRATEGY

EVENT (Jan/Feb)	THEME	SYMPOSIA	OTHER
ISCB* 2016 Marlborough <i>*International Sauvignon Blanc Celebration</i>	Launch. Regionality and Diversity of Styles	CHARDONNAY & SPARKLING Gisborne	SOMMIT Waipara WINERY VISITS WINE FLIGHT
PINOT 2017 Wellington	Embrace, Explore, Evolve	AROMATICS Nelson CLASSIC REDS Hawke's Bay	2 SOMMITS Wellington Wine Country & Waiheke 14 REGIONAL EVENTS WINE FLIGHT
ISCB 2019 Marlborough	Place, Purity, Pursuit	CHARDONNAY & SPARKLING Gisborne	SOMMIT Regional events WINE FLIGHT (TBC)
PINOT 2021 Christchurch	TBC + 20 years of PN event	AROMATICS TBC CLASSIC REDS TBC	TBC
ISCB 2023 Marlborough	TBC + 50 years of Marlborough	CHARDONNAY & SPARKLING TBC	TBC



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IN MARKET CONTACTS

LIFETIME AMBASSADORS

USE IN EDUCATION

FY19 VISITS HIGHLIGHTS

- Current EAV of **\$3.2 million NZD**, with articles reaching **336 million people**
- **80** guests hosted by NZ Winegrowers in FY19
 - 74 guests hosted by NZ Winegrowers for SB2019, and pre and post tours around NZ wine regions
 - 6 guests on individual itineraries throughout the year
- **253** new listings, **17** seminars hosted and **9** retail/restaurant promotions to date
- **12** regional / national events across **8 wine regions** in addition to SB2019
- Positive feedback - **100%** of participants being 'Satisfied' or 'Very Satisfied' with their itineraries
- **100+** itineraries completed, with an additional 32 itineraries completed, including the SB2019 speakers.



REGIONAL VISITS – SB2019

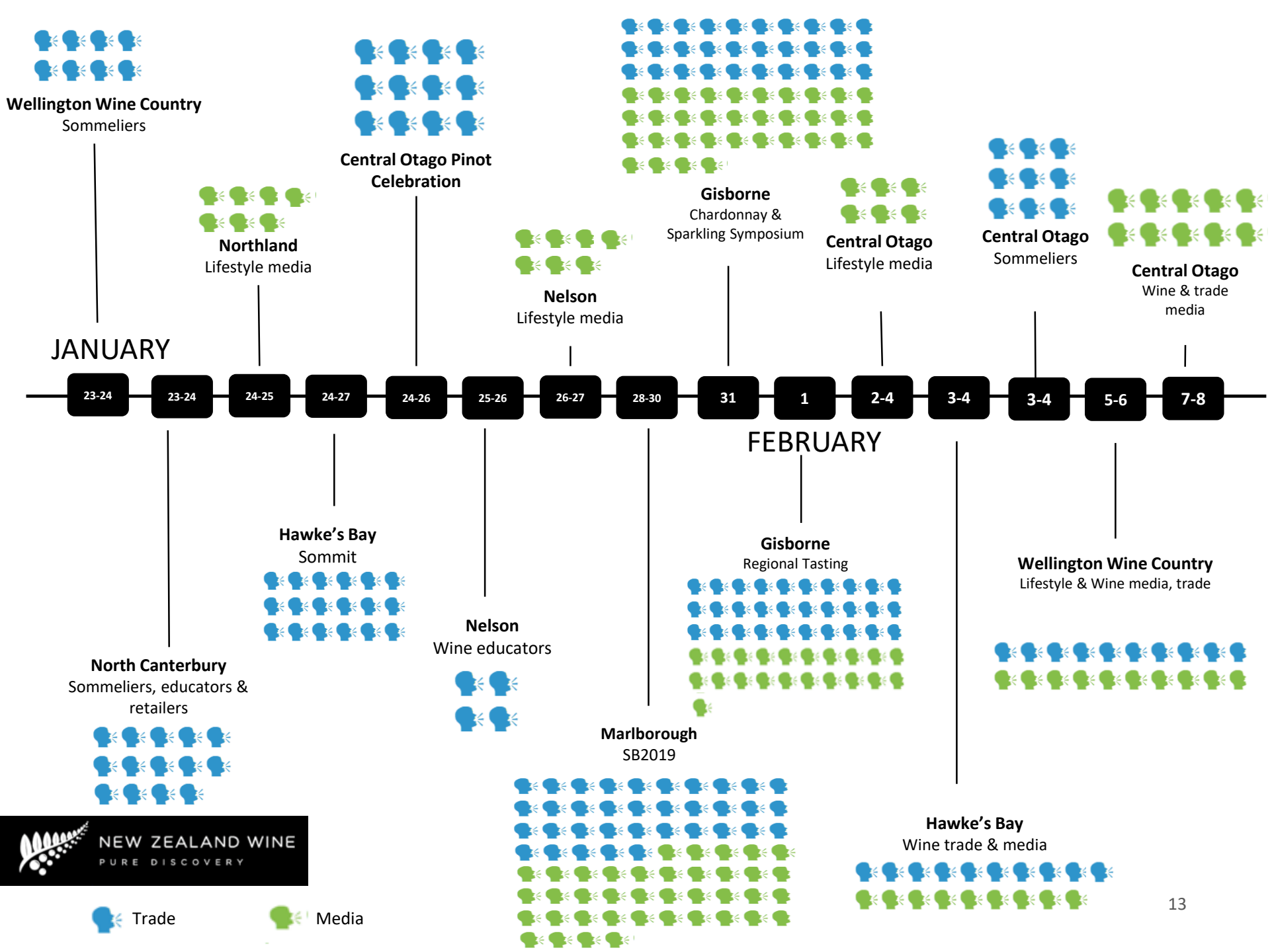
Guests attended a range of activities across New Zealand's wine regions pre- and post-SB2019.

Guests were invited on itineraries that were tailored to their expertise (wine media, lifestyle media, retailers, educators, sommeliers) as well as by markets the guests had travelled from.

Each region was given the opportunity to showcase the best of their region that fit within the groups aim of the visit

GUESTS BY REGIONS

NORTHLAND	7
AUCKLAND	7
HAWKE'S BAY	37
GISBORNE (Symposium)	64
WELLINGTON WINE COUNTRY	28
MARLBOROUGH (SB2019)	74
NELSON	11
NORTH CANTERBURY	14
CENTRAL OTAGO	37





RESEARCH MAPS CONSUMER PREFERENCES IN NEW ZEALAND SAUVIGNON BLANC

30th January, 2019 by Arabella Mileham

A new study that maps the flavours and compounds in Sauvignon Blanc that appeal to the UK consumer may help winemakers gain a competitive edge in an increasingly crowded market, its researchers claim.



The oenological study, which is being presented at the international Sauvignon 2019 conference in Blenheim, New Zealand today, was carried out by MW student and buyer for UK retailer The Co-op Sarah Benson for Canadian company Lallemend Oenology in conjunction with Marlborough Estate the St. Claire Family Estate and Masters of Wine, Sam Harrop and Dirceu Vianna Junior.



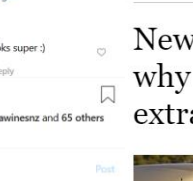
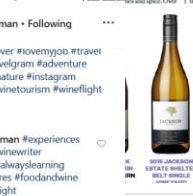
A Place To Stand

The NZ wine industry is so much bigger than just Marlborough. From Gisborne to Hawke's Bay to Nelson, there are so many incredible wine regions to explore.

WORDS BY KATE SYMONS PHOTOGRAPHY BY DAN HONAN



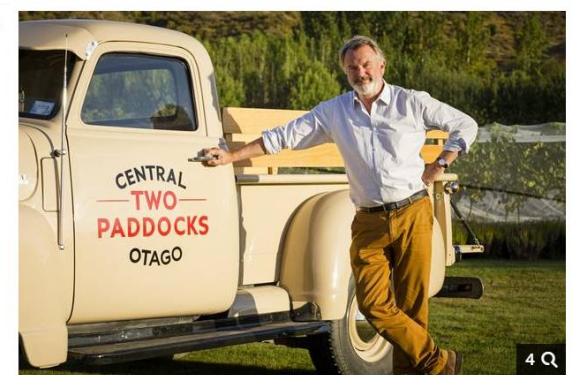
Drink



Kiwis propel chardonnay into the world's top flight



New Zealand actor Sam Neil explains why one particular wine will be 'an extraordinary vintage' in 20 years time



Double jobber: Actor Sam Neil has four organic vineyards in New Zealand



VISITOR FEEDBACK

I was blown away by the respect and collaboration the wine industry out there has for one another. Something that we can all learn from!"

- Victoria Anderson, Wine Buyer, Booths UK



As I wrote last issue, New Zealand now has far too many high-quality wines and wineries to cover them all in a single issue. In Part 2, I focus on the northern portion of the South Island, meaning the regions of Nelson and Marlborough. Sauvignon Blanc is the driving force here, particularly in Marlborough, but there does seem to be some movement toward diversification.

- Joe Czerwinski, Managing Editor, Robert Parker Wine Advocate, USA



"I believe that NZ is a global leader in sustainability!"



VISITOR FEEDBACK



"I just wanted to thank the entire NZ Winegrowers team for what was truly one of the most extraordinary press trips I've ever had the privilege of attending. It was absolutely fantastic, and I can't wait to write all about it."

- Brian Freedman, Wine & Travel Writer, Forbes.com, USA



"What a Fabulous trip we did!!! Honestly, that was the best wine trip I had done of the past three years. Everything had such detailed organized, amazing fresh food (the best pie, crayfish), great weather with blue sky, two nights with full of stars, so friendly wine people, lots of fun during the trip with the somms, the most important are the purity wines we are all enjoy. Definitely I will come back to NZ!"

- Arneis Wu, Head Sommelier L'Atelier de Joel Robuchon, Shanghai



"The thank you goes to you and your team for an absolutely sensational trip! Fascinating and informative I now have enough material for the next 5 years!"

- Will Lyons, Wine Columnist, The Sunday Times UK



NEW ZEALAND WINE
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EDUCATION

MASTERCLASSES

COLLABORATIVE TASTINGS

FOCUS ON DIVERSITY

EDUCATION

USA HIGHLIGHTS 2018-2019

- LA Masterclass with Ronan Sayburn MS post ISBC - 21 wines, 28 attendees, 100% A List, 100% likely to list/write/educate following event. “Very impressed by and excited about New Zealand after the seminar!”
- Oregon Collab Masterclass in NYC, hosted by Cameron Douglas MS & Bree Stock MW - 28 wines, 55 attendees, 100% A List, 85% likely to list/write/educate following event, first event of its kind, attracted trade contacts previously inaccessible by NZW



Oregon Collaboration

SOMMIT



18 SOMMELIERS FROM 10 COUNTRIES

47 WINES TASTED FROM 9 REGIONS ACROSS 13 VARIETIES

27 HAWKE'S BAY REGIONAL DINNER WINES

100% VERY SATISFIED/SATISFIED

9 PEER TO PEER TASTINGS PRESENTED BY 12 SOMMITEERS REACHING OVER 150 SOMMELIERS

CHARDONNAY & SPARKLING SYMPOSIUM



63 ATTENDEES FROM 13 COUNTRIES

22 TRADE/EDUCATORS

17 SOMMELIERS

14 WINE JOURNALISTS

10 LIFESTYLE JOURNALISTS

34 WINES AT MASTERCLASS - 24 CHARDONNAY, 10 SPARKLING

30 GISBORNE WINES AT SYMPOSIUM DINNERS

EDUCATION

KPIs 2018-2019	RESULTS 2018-2019
<p>70 TOTAL SEMINARS & MASTERCLASSES</p> <ul style="list-style-type: none"> USA - 12, UK - 14, Canada - 11, Europe - 10, Asia - 13, Dubai - 3, Australia - 7 18 attendees at Sommit >100 listings resulting 50 attendees at Chardonnay & Sparkling Symposium >600 wines poured >200 wineries poured >95% attendee satisfaction >90% attendee intention to list/write/educate > 3,000 attendees with >70% A List All post educational activity reporting communicated to wineries within six weeks of activity date 	<p>80 TOTAL SEMINARS & MASTERCLASSES</p> <ul style="list-style-type: none"> USA - 19, UK - 12, Canada - 18, Europe - 6, Asia - 14, Dubai - 1, Australia - 9 18 attendees at Sommit > Listings TBC 9 In Market Peer to Peer tastings presented by 12 Sommiteers reaching 150 sommeliers 63 attendees at Chardonnay & Sparkling Symposium >700 wines poured* >200 wineries poured 99% attendee satisfaction 97% attendee intention to list/write/educate >4,850 trade with 92% A List (& 8,700 consumers) 72% of post educational activity reporting communicated to wineries within six weeks of activity date (100% completed)



NEW ZEALAND WINE
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INFORMATION TO TRADE & MEDIA

INNOVATIVE MATERIALS

SAUVBLANC DAY

CONTENT SUPPORT

EDUCATION - REGIONAL VIDEOGRAPHY



Northland



Auckland



Gisborne



Hawke's Bay



Wairarapa



Nelson

The publicly available videos have been accessed 1,584 times (total, 1,146 unique) on nzwine.com, and viewed 850 times on YouTube. Within the members site, the videos have been accessed 844 times (total, 584 unique) with 78 member downloads.

EDUCATION - REGIONAL VIDEOGRAPHY

Import Central Otago one



#SAUVBLANC DAY

SOCIAL MEDIA RESULTS

- Global social media “What will you be doing this #sauvblanc Day?” campaign coordinated by NZW Communications
- Engagements (people who interacted with content, not just viewed/scrolled past) increased by 468% from previous year’s campaign
- Impressions (number of times content was seen) 1,450,836
- Engagement (number of likes, comments or shares) 241,830
- #Sauvblanc Mentions (number of posts using #sauvblanc publicly) 8,360
- #Sauvblanc Campaign Video Views (number of times NZW videos were watched) 212,011
- Mentions increased sixfold in May, compared to standard activity
- Internally, NZW created and supplied members and third parties with a toolkit to make the most of #sauvblanc day (imagery, video content, logos, taglines & email banners)
- A range of tools supplied; members with design capacity could use the logo/taglines in their own content, while others could post complete images
- 451 member downloads

Instagram introduced new privacy measures on December 11 2018, and it is no longer possible to access social media analytics from any personal accounts via third party reporting tools. It is also no longer possible to see posts on a hashtag that are private, or receive engagement and impressions metrics.



#SAUVBLANC DAY

UK & EUROPE COUNTRY ACTIVATION

- Loire Sauvignon Collab Masterclass in London, held in advance of #sauvblanc Day for media - 6 (NZ) wines, 15 attendees, 100% A List including Jancis Robinson MW & Steven Spurrier, 35 pieces of coverage (incl. social) with circulation of 25,067,800, EAV of £58,600 and PR value of £175,600
- Sauvignon Blanc Day at Twitter HQ (12 Sauvignons, 100+ attendees, 33 posts in relation to event with combined followers of 79k, not incl. retweets)





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[2019 Bragato Conference](#)

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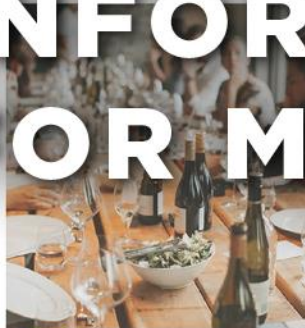
Sell

Find resources and information to help your market and sell New Zealand wine.

INFORMATION FOR MEMBERS



Market Resources



Marketing Programme



Events Programme



Member Toolkit



[MARKET ANALYSIS](#)

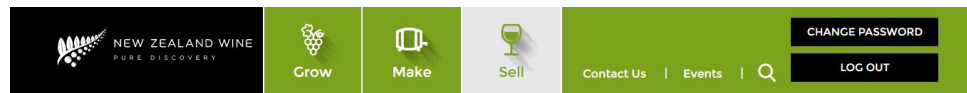
[REPORTS](#)

[NZWINE.COM/MEMBERS](#)

INFORMATION FOR MEMBERS

RESULTS 2018-2019

- Sell Section of nzwine.com second most viewed of Grow Make Sell in the Member's website, and 20th overall, with 2,979 total views (2,360 unique)
- Euromonitor usage, 705 total views, (675 unique) Cost = 35k, \$52 per winery
- Pricing Calculator usage, 494 total views, (385 unique) No cost to produce
- Guide to Market usage, 481 total views (440 unique) Cost = 52k, \$118 per winery
- Wine-Searcher research usage, 225 total views (215 unique) No cost
- Nielsen usage - This does not appear to have been communicated to members, current usage stat is 8 only. This will be very closely monitored. Cost = 5k



Sell

Find resources and information to help your market and sell New Zealand wine.



Market Resources



Marketing Programme



Events Programme



Member Toolkit



NEW ZEALAND WINE
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WINE TOURISM



EDUCATION

DEVELOPMENT

PARTNERSHIPS

WINE TOURISM - CELLAR DOOR DAY 2018



Celebrate
Cellar Door Day
with us **17 Nov.**



Celebrate
Cellar Door Day
with us **17 Nov.**



CELLAR DOOR DAY

17
November
2018

Celebrate Cellar Door Day with us!
Whether you want to **sip, dine, stay or play**, explore what's happening near you.
nzwine.com/visit

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Cheers!
cheers.org.nz

WINE
MARLBOROUGH
NEW ZEALAND

MAHI WINES

WINE TOURISM STRATEGY 2019/20

FIVE KEY FOCUS AREAS

Product Development



Partnership



Promotion



Preparation



Support





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