

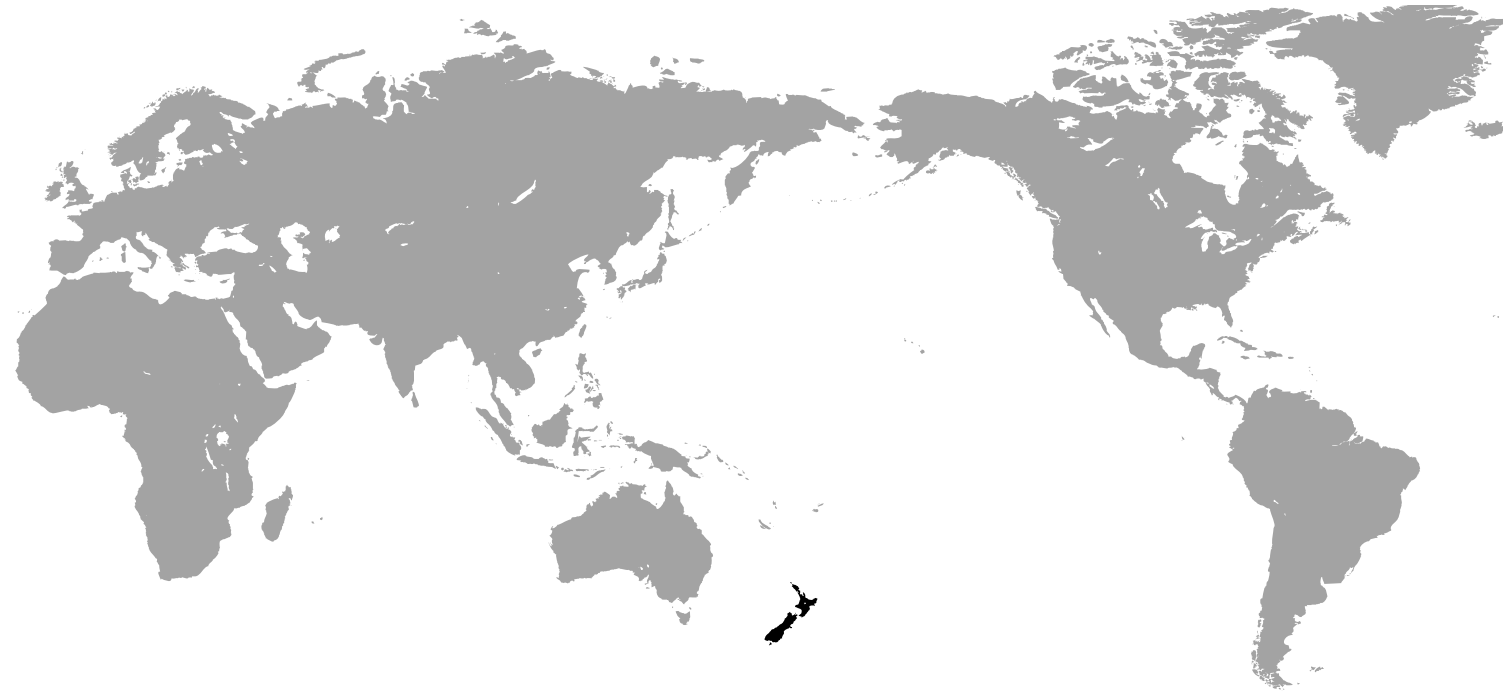
NEW ZEALAND WINE

Society of Wine Educators
Washington, DC 2019

David Strada
Winn Robertson

Tūrangawaewae
A place to stand
One's place in the world

NEW ZEALAND WINE



<1%

OF TOTAL WORLD WINE
PRODUCTION (VOLUME)

**36°-46°
SOUTH**

GRAPE GROWING LATITUDINAL RANGE

98%

OF NEW ZEALAND
VINEYARD AREA OPERATES
UNDER SUSTAINABLE
WINEGROWING
NEW ZEALAND



NEW ZEALAND WINE
PURE DISCOVERY

A LAND LIKE NO OTHER...

Tucked away in a remote corner of the globe is a place of glorious unspoiled landscapes, exotic flora and fauna, and a culture renowned for its spirit of youthful innovation.

- About 1,500 km long, and a population outweighed by sheep (*Human - 4.7 million / Sheep - 28 million*)
- The furthest point inland is just 130km from the sea, meaning no matter where you are in New Zealand you will have a Maritime climate.
- The North Island is considered Sub-tropical and a more Continental climate in the South Island, In the south the Southern Alps provide a barrier from Australian weather extremes
- New Zealand has no nuclear power stations, in fact 80% of its electricity is from renewable sources, with a goal of 90% by 2025

A VERY 'NEW' NEW WORLD WINE COUNTRY

- Significant plantings of vines only really started in the 1970s
- Marlborough was sheep grazing land less than 40 years ago
- The cool maritime climate of New Zealand and the diversity of incredible soils fascinated winemakers
- In 2017 there are almost 700 wineries, over 80% of which export to international markets

THE KEY

The key to producing such a wide range of distinctive wines...

- Great Terroir:
 - Climate
 - Soils
 - People

CLIMATE

- 1,600km away from the nearest landmass
- Coastal vineyards in rain shadow
- Long sunshine hours (average 2,200 annually)
- Sea breezes and cool nights
- Long ripening periods, develops great acidity and fruit balance
- Wine regions span latitudes of 36 and 46 degrees

SOILS

- Young and volcanic
- Youth of the land means New Zealand has an enormous variety of soils, still in the throes of being weathered by climate and vegetation
- Wine regions mainly established on young soils (most are less than 10,000 years old) of silt, sand, gravel and stonier alluvial soils, deposited by flowing water across the coastal flood plains

PEOPLE

- Not bound by tradition
- Young and dynamic
 - From mid 1970s
- Innovative
 - Trellissing and canopy management
 - Screwcap closure
- Quality focussed
 - Premium image and price
- Environmentally focussed
 - World leading sustainability programme

HISTORY OF WINEMAKING TIMELINE

- 1819** First vines planted in Northland by Samuel Marsden
- 1840** James Busby produces New Zealand's first wine at Waitangi
- 1840s** New immigrants from Europe arrive and set up vineyards in Canterbury and Nelson
- 1895** New Zealand government commissions a report on the prospects of winegrowing in New Zealand encouraging a rush to plant vines
- 1900s** New Zealand government invests in research, viticulture and phylloxera resistant vines
- 1900s** Total area under vine is 387 hectares, producing 4.1 million litres
- 1950s** New immigrants from Europe arrive and enthusiasm for food and wine increases
- 1970s** The demand for quality wine increases and many hybrid vines are replaced with classical varieties that are grafted to phylloxera resistant rootstock

HISTORY OF WINEMAKING TIMELINE

- 1973** Montana sets up in Marlborough and this region becomes the largest grape growing area of New Zealand with Sauvignon Blanc as a premium variety
- 1980s** The New Zealand wine industry begins to promote itself overseas
- 1990s** 130 registered wineries with total vineyard area of 6,000 hectares and total production of 57.7 million litres. New Zealand wines achieve export success in Europe, the USA and Asia
- 1994** 64% of all wine exports are to the UK
- 2000s** 358 registered wineries, area under vine has doubled within 10 years
- 2001** Screwcap initiative launched to promote and educate producers on the benefits of screwcap closure as a quality alternative to cork
- 2002** New Zealand exports to the UK, the USA and Australia reach over NZ\$200 million
- 2016** 675 registered wineries with the total production 314 million litres and exports at NZ\$1.6 billion in value

LABELLING

Some key mandatory wine label items for New Zealand wine include:

- The volume of wine: The volume of wine must be on the front label
- The percentage of alcohol and the number of standard drinks per bottle: New Zealand law requires that the label of any alcoholic beverage must convey the number of 'standard drinks' per bottle
- The country of origin: The label must state which country the wine comes from
- The 85% rule for grape variety, vintage and area of origin: If a label states the wine is from a particular grape variety, vintage or area, then at least 85% of that wine must be from that variety, vintage or area
- Any additives or processing aids: From 2003, all wine labels must state all additives used in the winemaking process

EXPORT CERTIFICATION

The export eligibility process was established at the request of the grape wine industry to help protect the international reputation of New Zealand wine.

Every New Zealand grape wine intended for export for the purpose of trade must meet the export eligibility requirements set out in the Wine (New Zealand Grape Wine Export Eligibility Requirements) Notice 2006. This means that the wine must:

- Be free from obvious fault
- Have a related set of audited wine making records that enable traceability and accuracy of label statements to be determined

WINE CLOSURES

- Cork has been the most common means of stoppering wine for centuries
- Screwcaps provided an alternative means of sealing wines
- In 2001, the Screwcap Wine Seal Initiative was set up in New Zealand
- Over 95% of New Zealand wines are under screwcaps
- Screwcaps are user friendly, easy to open and easy to reseal
- Screwcaps are far more resistant to damage caused by fluctuating temperatures
- Screwcaps remove the risk of cork taint and eliminate the risk of the wine oxidising under a faulty cork
- Early drinking wines retain their freshness for longer under screwcaps
- Wines that require cellaring will still age, however, ageing may take longer under screwcap

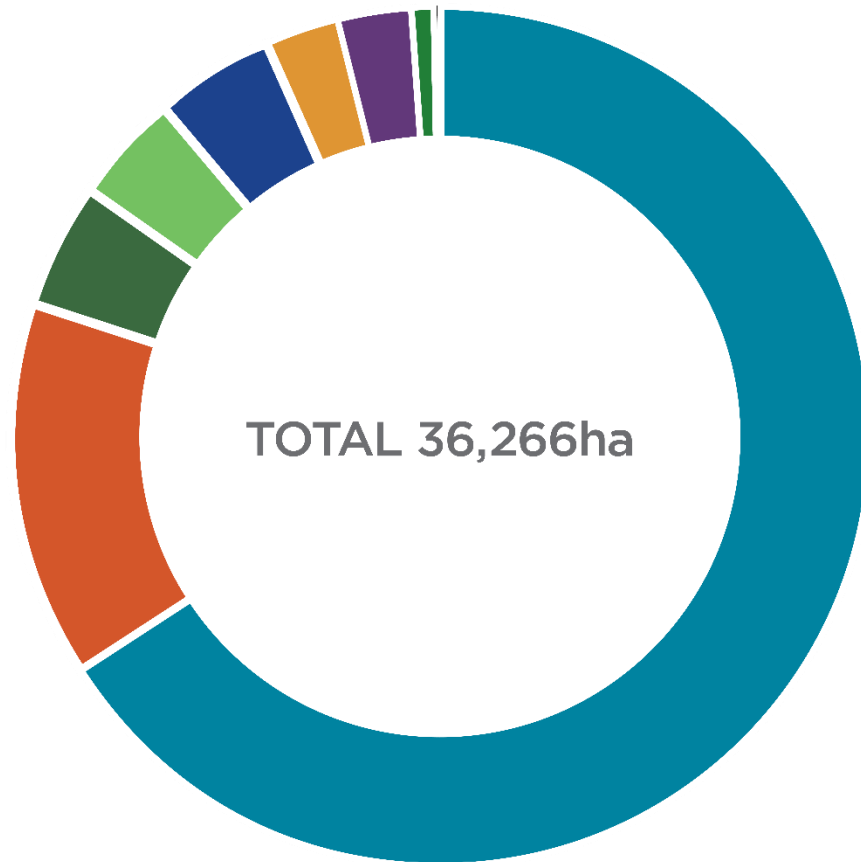
REGIONS

- Northland
- Auckland
- Gisborne
- Hawke's Bay
- Wairarapa
- Nelson
- Marlborough
- Canterbury & North Canterbury
- Waitaki Valley
- Central Otago



PRODUCING VINEYARD AREA

HECTARES (2016)



MARLBOROUGH 24,365ha

HAWKE'S BAY 4,641ha

CENTRAL OTAGO 1,880ha

CANTERBURY &
NORTH CANTERBURY 1,419ha

GISBORNE 1,350ha

NELSON 1,135ha

WAIRARAPA 1,005ha

AUCKLAND 323ha

NOT SHOWN

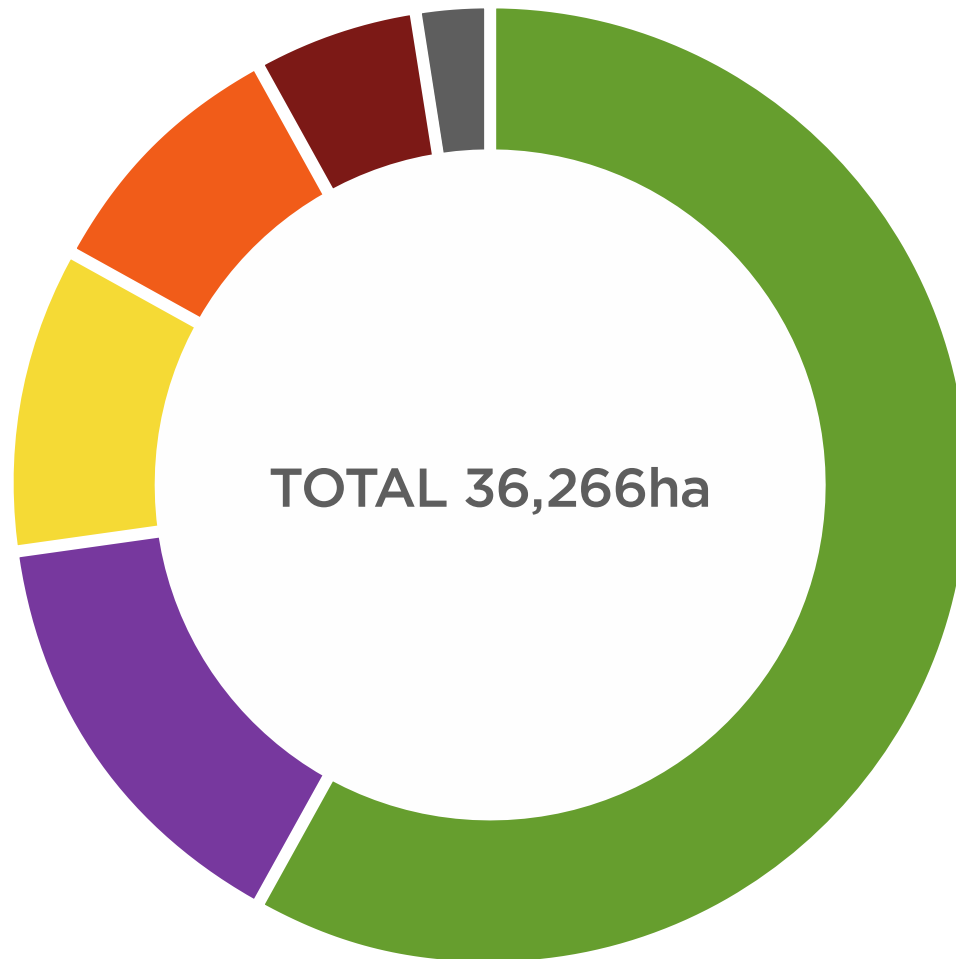
WAITAKI VALLEY 41ha

NORTHLAND 64ha

WAIKATO & BAY OF PLENTY 3ha

KEY VARIETIES

HECTARES (2016)



SAUVIGNON BLANC 21,400ha

PINOT NOIR 5,519ha

PINOT GRIS 2,440ha

MERLOT 1,204ha

RIESLING 753ha

GEWÜRZTRAMINER 242ha

CHARDONNAY 3,116ha

CABERNET SAUVIGNON 256ha

SYRAH 430ha

OTHER 866ha

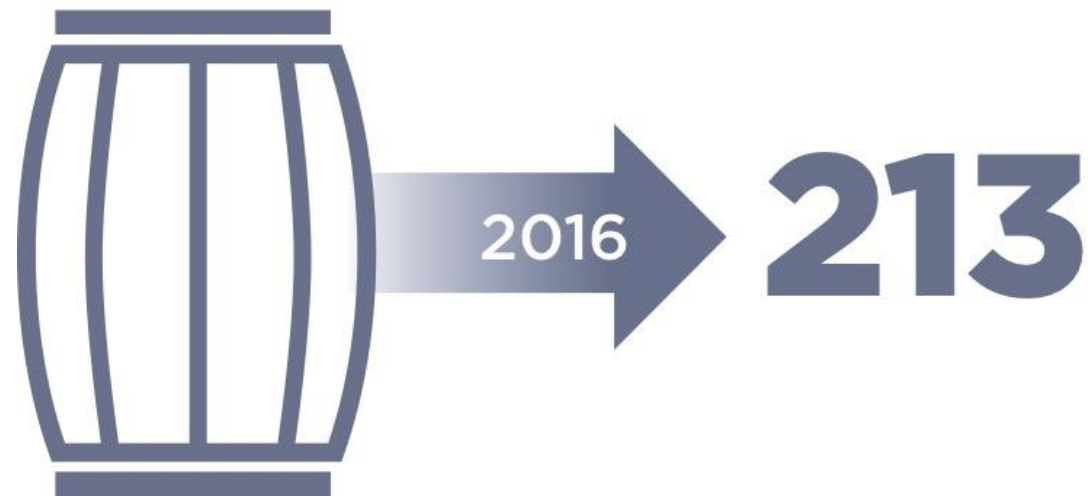
EXPORT VALUE

BILLIONS OF DOLLARS (\$NZ FOB)



EXPORT VOLUME

MILLIONS OF LITRES



SUSTAINABLE NEW ZEALAND WINE

New Zealand wines are vibrant, fruit driven, complex expressions of our grape growing regions and, impressively;

98% of our vineyard producing area is certified as sustainable,
with 7% certified organic.

SUSTAINABLE NEW ZEALAND WINE

- Under New Zealand Winegrowers' Sustainability Policy, wine must be made from 100% certified grapes in winemaking facilities that are independently audited and certified.
- Recognised certification programmes include AsureQuality, BioGro-NZ, Demeter, ISO 140001 and New Zealand Winegrowers' own certification programme, Sustainable Winegrowing New Zealand®, SWNZ®.
- 98% of vineyard area in New Zealand is operating under this independently audited sustainability programme, demonstrating a commitment to quality.

PILLARS OF SUSTAINABILITY



- Biodiversity



- Soil



- Water



- Air



- Energy



- Pest & disease management



- Byproducts



- People



- Business

WHAT DOES SUSTAINABLE MEAN FOR NEW ZEALAND WINE



Biodiversity

- Enhancing biodiversity helps control pests, diseases and weeds in the vineyard



Water

- We're protecting our waterways (over 50 major rivers and 770 lakes) to ensure they remain clean and sustainable for future use



Energy

- Measuring and monitoring energy use is vital due to the high energy demands of wine production



Byproducts

- Repurposed vineyard and winery by-products are used as compost to enrich vineyard soil

SUSTAINABILITY STATISTICS



Biodiversity

- 2,500ha was set aside for biodiversity protection, restoration and enhancement of vineyards and wineries



Water

- 98% of vineyards used monitoring techniques in the vineyard to optimise water applications



Energy

- 99% of wineries measure and monitor energy use (electricity and fuel)



Byproducts

- 92,033m³ of by-product was diverted from landfill by vineyards and wineries

SAUVIGNON BLANC

304

TOTAL PRODUCTION
(000 TONNES, 2016)

72%

PROPORTION OF NZ
WINE PRODUCTION
(2016)

86%

PROPORTION OF NZ
WINE EXPORTED (2016)



NEW ZEALAND WINE
PURE DISCOVERY

SAUVIGNON BLANC

PRODUCING HECTARES (2016)

MARLBOROUGH 19,047ha

HAWKE'S BAY 944ha

NELSON 566ha

CANTERBURY &
NORTH CANTERBURY 395ha

WAIRARAPA 324ha

GISBORNE 71ha

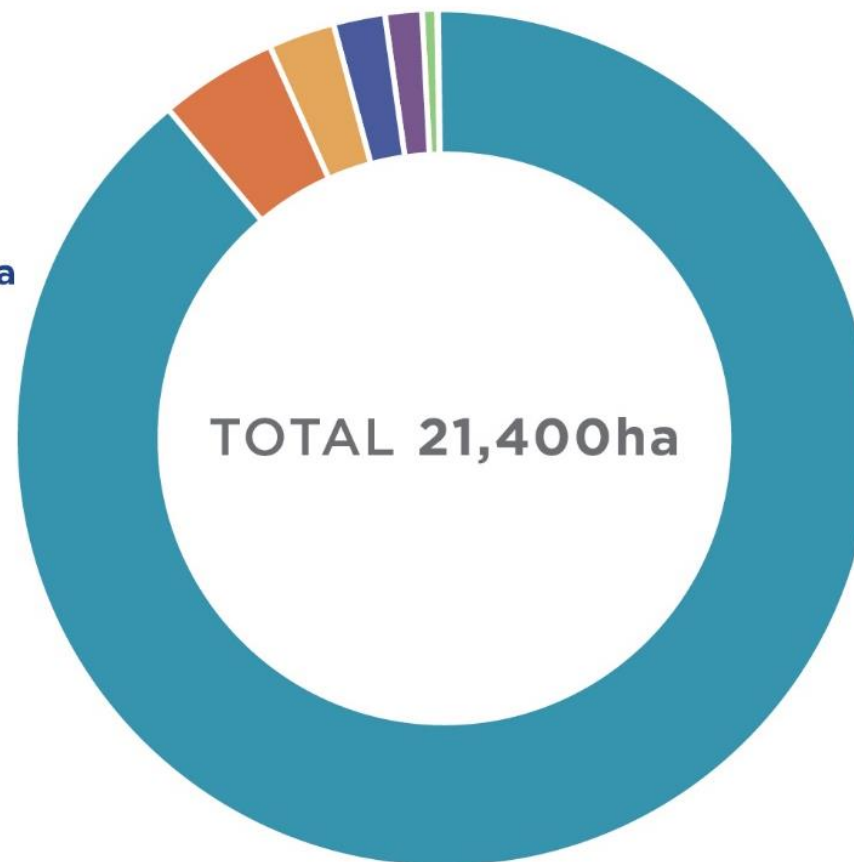
NOT SHOWN

CENTRAL OTAGO 42ha

AUCKLAND 9ha

NORTHLAND 1ha

WAIKATO
& BAY OF PLENTY 1ha



NOTE: Central Otago figure includes Waitaki Valley

SAUVIGNON BLANC

UNIQUE, EXUBERANT, INTENSE

- Pungently aromatic, vividly pure fruit, herbaceous and exotically tropical plus mineral depths
- Red capsicum (bell pepper) and gooseberry characters through lush passionfruit and tropical fruit overtones
- Other notes include fresh cut grass, tomato stalks, grapefruit or limes



VITICULTURE

- Open leaf canopy allows sunlight to reach the fruit, giving full ripeness and flavour concentration
- Techniques to ensure open canopy include trellising, leaf plucking and shoot thinning
- Trimming is also used to control the natural vine vigour and to ensure the vines focus on fruit ripening



WINEMAKING

- Majority of wines are cold fermented in stainless steel tanks to optimise freshness and pungent fruit flavours
- Oak fermentation and subsequent maturation on the yeast lees add complexity, richness and longevity to the wine, and are increasingly more popular

THE REGIONAL STORY

“The pebbly and silty soils... together with the cool but sunny climate have a remarkable affinity with the grape.

The result?

A totally unique wine style”

Nick Bulleid MW, Gourmet Traveller Wine, Australia



GISBORNE SAUVIGNON BLANC

CLIMATE

- The warmest and most benign of New Zealand's grape growing regions, with very high sunshine hours (grapes generally harvested first here)
- Sea breezes, cool coastal sites with wind protection from inland ranges
- Growing season rainfall can be a challenge some years

SOILS

- A youthful region with hills opening out onto river floodplains with a mixture of clay and silt loams
- Increasingly plantings are being made in the higher, less fertile and better drained areas of the plains and towards the foothills

STYLE

- Gisborne Sauvignon Blanc's fruit spectrum is very tropical and ripe, with fuller bodied broad styles, and gently crisp acidity
- Earlier picking can give lighter, zesty wines with a fresh herbaceousness

HAWKE'S BAY SAUVIGNON BLANC

CLIMATE

- In the context of New Zealand's overall cool climate, Hawke's Bay is a warm, very sunny region with a moderating maritime influence tempering its hot summer days and extending the growing season
- Within this, diversity is found between the cooler coastal areas, warmer alluvial gravel inland sites and cooler, higher hillside plantings
- Frost is an occasional risk for some inland areas protected from wind by the surrounding hill country

SOILS

- Soils are highly varied, the legacy of four major rivers criss-crossing the region
- The intensely planted Heretaunga plains are fertile alluvial silts over gravel, whilst closer to Hastings and Havelock North loamy clays and sandy loams over clay pans are common
- The distinctive boney, stony Gimblett Gravels is now a protected, soil-defined sub-region, as is the recently delineated Bridge Pa Triangle district, based on its deep red metal gravels
- Further south and inland, Central Hawke's Bay rolling hill country offers clay and limestone

STYLE

- Sauvignon Blanc plantings are predominantly found in the gravelly coastal vineyards of Bay View to the north and Te Awanga to the south, taking advantage of the cooling sea breezes
- Aromatic richness and purity is found alongside a dry, full bodied richness and moderate acidity
- Oak influenced styles are popular, suiting the region's ripe, tropical expressiveness

WAIRARAPA SAUVIGNON BLANC

CLIMATE

- The three main sub-regions of Masterton, Gladstone and Martinborough share a roughly similar semi maritime climate, the driest and coolest of all the North Island wine regions
- Protected from rain by mountain ranges to east and west; these also funnel brisk southerlies up the valley, de-vigorating, reducing disease pressure and thickening grape skins
- Cool springs and long, dry autumns plus hot summers with cool nights all contribute to a long growing season and good diurnal variation, emphasizing varietal character

SOILS

- Roughly similar throughout the region, mainly silt loam over deep free-draining river gravels. Pockets of clay loam and limestone also feature
- Martinborough and Te Muna's shallow silt loam over gravel river terraces are highly prized

STYLE

- Impressively high in quality, if tiny in quantity. Aromatic, vivid wines with a medley of herbal and tropical characteristics, textural with a rich vein of minerality

NELSON SAUVIGNON BLANC

CLIMATE

- One of the country's sunniest regions, Nelson's sheltered aspect and benign maritime influence delivers milder temperatures than elsewhere in the South Island
- Growing season rainfall is amongst the highest of New Zealand's winegrowing regions
- High sunshine and good diurnal variation contribute to varietal expression and fruit purity
- The overall temperate climate brings a softness and very pure fruit driven style to wines

SOILS

- The broad, flat Waimea Plains have light, alluvial, silty, clay soils, long appreciated for their crop growing fertility
- The gently rolling Moutere Hills are heavier sandy topped, clay based soils, above deep, weathered gravels

STYLE

- Generally very classic; pure fruited, crisp and bright
- Waimea Plains' lighter soils are pure fruited, tropical and bright with a light-medium body
- Moutere Hills' heavier clays lend additional depth and richness whilst retaining Sauvignon's crisp minerality

MARLBOROUGH SAUVIGNON BLANC

CLIMATE

- High sunshine hours, large diurnal variation and moderate temperatures provide a long growing season ideal for aroma and flavour development, and intense varietal expression
- Mountain ranges protect the region from wind and rain, with cooling sea breezes assisting high natural acidity.
- Sub-regional variation includes early ripening stony riverbed sites, the cooler, drier inland sites and sea-breeze moderated coastal sites

SOILS

- Marlborough's ancient braided river movements have delivered an intricate system of deep, free-draining stony soils, threaded with sandy loams over deep gravels
- The Wairau's very stony, barren soils give an earlier ripening, more lushly tropical expression; with high reflected UV light amplification from the river stones
- The Southern Valleys' shallower but heavier clay silt soils give weightier wines with characteristically piercing aromatics
- Gravelly silt loams predominate in the slightly cooler coastal Awatere Valley sub-region

MARLBOROUGH SAUVIGNON BLANC

STYLE

- Marlborough is renowned for highly aromatic, crisp and defined Sauvignon Blanc, with great purity and pungent intensity
- Wairau and Southern Valleys offer more tropical richness alongside vivid herbal intensity, whilst the slightly cooler Awatere offers herbal finesse in its crisply bright wines
- An increasing number of wines are being made with the influence of wild ferments, lees and oak, giving greater diversity in style, texture and aging ability
- Single vineyard, individual site selection and sub-regionality is also being showcased

ALTERNATIVE STYLES

- Whilst the vast majority of Marlborough Sauvignon Blanc is made in a protective fashion to preserve freshness and aromatic intensity, increasing diversity in styles is occurring
- Oak influence in fermentation and/or maturation is more common as is lees influence via extended contact and/or stirring. Both aspects deliver greater complexity, textural richness and influence cellaring potential
- Experiments with wild ferments and minimal intervention are establishing distinct 'house styles' amongst some producers

CANTERBURY & NORTH CANTERBURY SAUVIGNON BLANC

CLIMATE

- Cool, with good sunshine hours and a long growing season. The Southern Alps create a protective rain shadow, though blustery drying nor'wester winds can also prevail
- The North Canterbury sub-region benefits from the surrounding hill country with slightly warmer temperatures and less exposure overall

SOILS

- This is a long, fairly large and diverse region; soils varying accordingly
- Waipara Valley has both river gravel deposits on the flatter areas as well as hillside limestone derived clays
- The Canterbury Plains are vast and flat, defined by their many braided rivers and accompanying shallow, free-draining stony soils with alluvial deposits

STYLE

- Small plantings of aromatically expressive wines with a brisk herbal and passionfruit crispness
- Richly fruited, with good body and defined, juicy acidity

CENTRAL OTAGO SAUVIGNON BLANC

CLIMATE

- The coolest and driest region (and highest and most southern) with a semi-continental climate
- Hot summers, low humidity and long dry autumns permit viticulture in an otherwise extreme landscape
- Marked diurnal variation contributes greatly to aromatic intensity and pure expression

SOILS

- Vineyards snake through old glacial valleys; rivers and lakes are key landscape features, assisting with frost protection and irrigation water
- Soils vary; broken schist, clay, silt loams, gravels, windblown sands, loess and even gold mining sluicings are all common, but almost all are on stony bedrock with good drainage
- Repeated glacial activity across the millennia has left immediately adjacent vineyards often 100,000s of years apart in time

STYLE

- Very small plantings in a region dominated by Pinot Noir. Tightly crisp, linear wines with pure finely herbal and citrus notes overlaying pineapple and passionfruit
- Lighter bodied with mineral and gunflint notes, firm acidity and dry, stony finishes common


WINE & FOOD MATCHING

Sauvignon Blanc's 'zing' is a delightful complement to the fresh flavours of seafood. Enhance the effect with citrus or garlic based sauces.

Summer salads resonate with the flavours of Sauvignon Blanc, and tangy foods, such as tomatoes and vinegar based dressings, are other sympathetic matches. On its own, Sauvignon Blanc is a mouth watering aperitif.

The more robust, bolder oak and lees influenced wines partner happily with chicken, veal and pasta dishes, including those with creamy sauces. A wide range of smoked seafoods are also great matches - just add salsa verde!

DISH

 **Seafood**

 **Salad & raw vegetables**

SAUCE

 **Citrus & vinaigrette**

 **Tomato**

FLAVOUR

 **Savoury**

MARLBOROUGH

24,365

TOTAL PRODUCING
HECTARES (2016)

323

TOTAL PRODUCTION
(000 TONNES, 2016)

77%

PROPORTION OF TOTAL
NZ PRODUCTION
(TONNES, 2016)



NEW ZEALAND WINE
PURE DISCOVERY



Richmond Range

Wairau Valley

RENWICK

BLENHEIM

Southern Valleys

Wither Hills

Wairau R.

Cloudy Bay

Awatere Valley

SEDDON

Awatere R.



KEY VARIETIES



REGIONAL PLANTINGS & STYLES

PRODUCING HECTARES (2016)



SAUVIGNON BLANC

19,047ha

Pungently aromatic, vividly pure fruit, herbaceous and exotically tropical, plus mineral depths, Marlborough Sauvignon Blanc is an international brand in its own right.

PINOT NOIR

2,590ha

Going from strength to strength as committed growers refine both clones and sites. Displays dark cherry and plums with a red fruited spicy background, mid-weight, fine tannins.

AROMATICS

1,425ha

PINOT GRIS - 1013ha

RIESLING - 308ha

GEWÜRZTRAMINER - 89ha

VIOGNIER - 15ha

Riesling, Pinot Gris and Gewürztraminer reflect the region's purity and vivacity. Styles range from dry to sweet, taut to lush, including late harvest and botrytised wines for a variety of styles.

CHARDONNAY

1,047ha

From all the bells and whistles to unoaked styles, Marlborough produces well structured Chardonnay with excellent intensity and complexity. Stonefruit and citrus abound.



CANTERBURY & NORTH CANTERBURY

1,419 TOTAL PRODUCING HECTARES (2016)	12 TOTAL PRODUCTION (000 TONNES, 2016)	3% PROPORTION OF TOTAL NZ PRODUCTION (TONNES, 2016)
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ALPS

Waikari

Waipara Valley*

North Canterbury*

WAIPARA

CHRISTCHURCH

Banks Peninsula

Canterbury Plains

ASHBURTON

Banks Peninsula

TIMARU

Pacific Ocean



* Geographical Indication

KEY VARIETIES



REGIONAL PLANTINGS & STYLES

PRODUCING HECTARES (2016)



AROMATICS

481ha

RIESLING - 285ha

PINOT GRIS - 196ha

Abundant, bright fruit. Encompassing dry to dessert styles, Riesling's already long, illustrious history is continuously improved upon. Pinot Gris has made an impressive debut.

PINOT NOIR

404ha

Ranging from perfumed and pretty to dark and brooding, the long growing season gives wines of finesse and depth, with supple structure and good complexity.

SAUVIGNON BLANC

395ha

Aromatic with crisp, fresh acidity and a mineral core, wines show clear, juicy fruit and lovely texture with good weight.

CHARDONNAY

81ha

Widely planted across the region and made in a range of styles; wines have good structure and body, finely poised acidity and rich citrusy fruit.

NELSON

1,135

TOTAL PRODUCING
HECTARES (2016)

10

TOTAL PRODUCTION
(000 TONNES, 2016)

2%

PROPORTION OF TOTAL
NZ PRODUCTION
(TONNES, 2016)





Mt Arthur Range

MOTUEKA

Tasman Bay

Motueka R.

Kina Peninsula

Moutere Hills

MAPUA

NELSON

UPPER MOUTERE

Waimea R.

Waimea Plains

RICHMOND

BRIGHTWATER

WAKEFIELD



KEY VARIETIES



REGIONAL PLANTINGS & STYLES

PRODUCING HECTARES (2016)



SAUVIGNON BLANC

566ha

A more elegant, restrained expression of this variety, displaying lovely texture and minerality alongside crisp, vivacious tropical fruit with fresh herbal nuances.

PINOT NOIR

220ha

Whether weighty in Moutere or pretty in Waimea, Nelson Pinot is always expressive and perfumed, with fine, ripe tannins and complex depths.

AROMATICS

207ha

PINOT GRIS - 143ha

RIESLING - 40ha

GEWÜRZTRAMINER - 24ha

Riesling, Pinot Gris and Gewürztraminer are expressive and fine with poised acidity and rich flavours. The climate allows for a variety of styles.

CHARDONNAY

96ha

Depth, elegance and complexity are hallmarks of the best Nelson Chardonnay and the fruit is remarkably pure and intense. Top wines have great longevity.



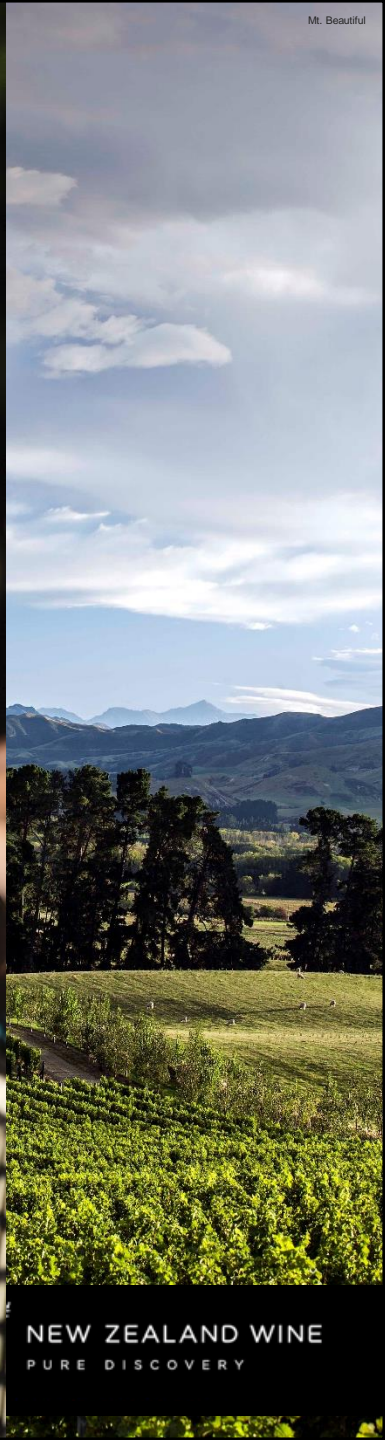
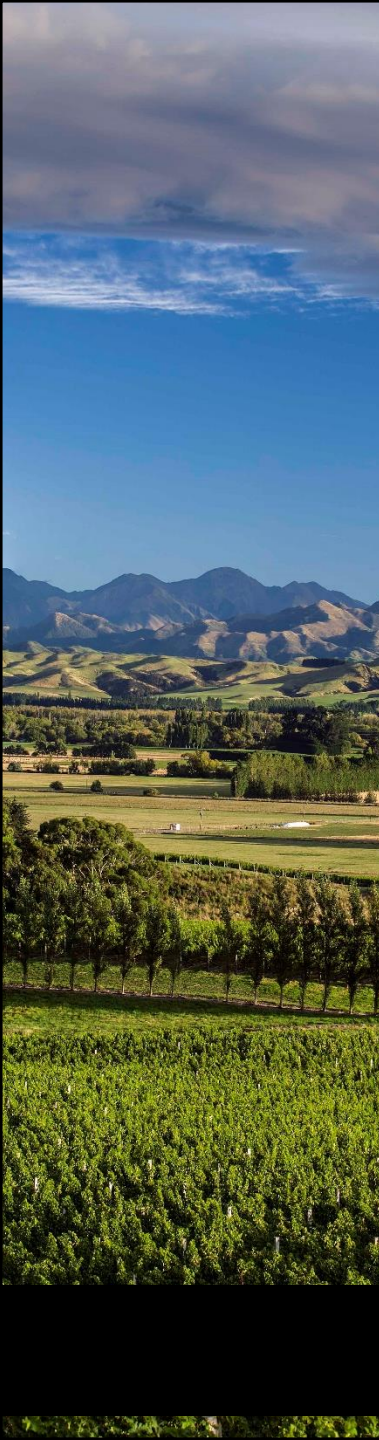
International Sauvignon Blanc Celebration

January 28 – 30, 2019

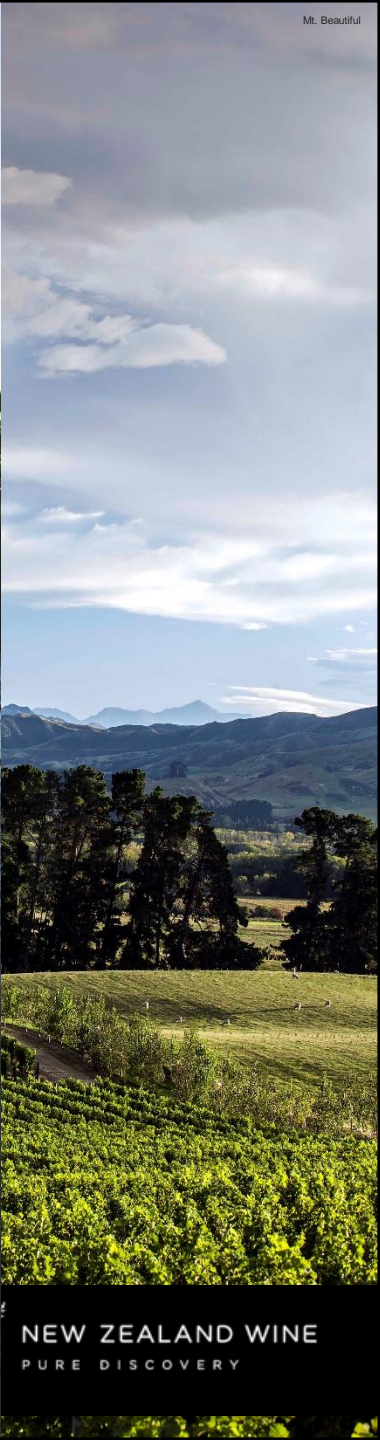
Marlborough, New Zealand

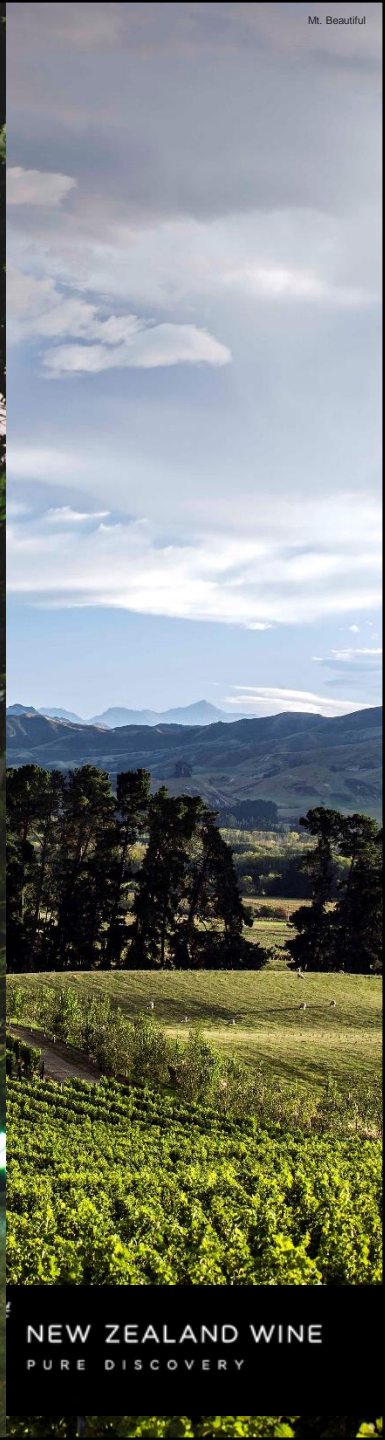
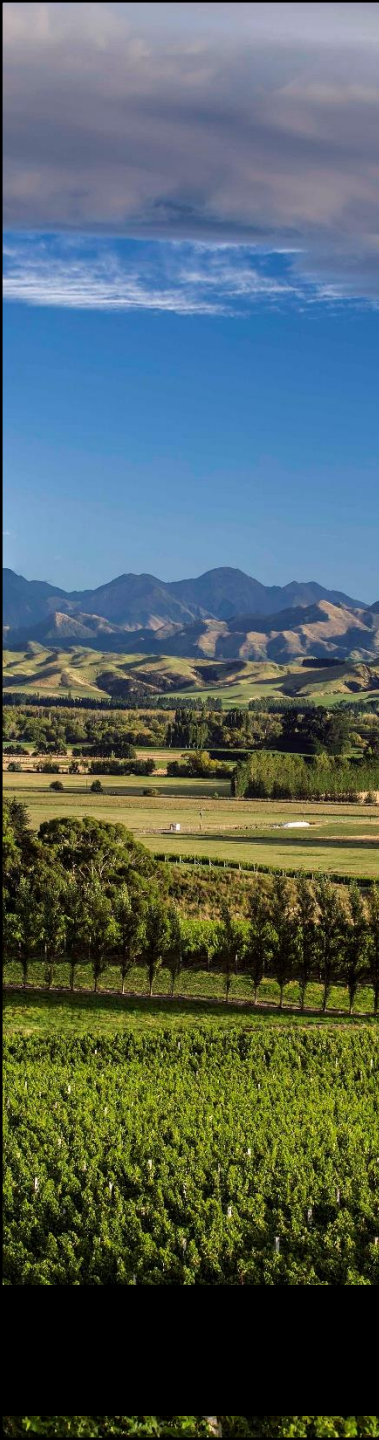
sauvignonnz.com



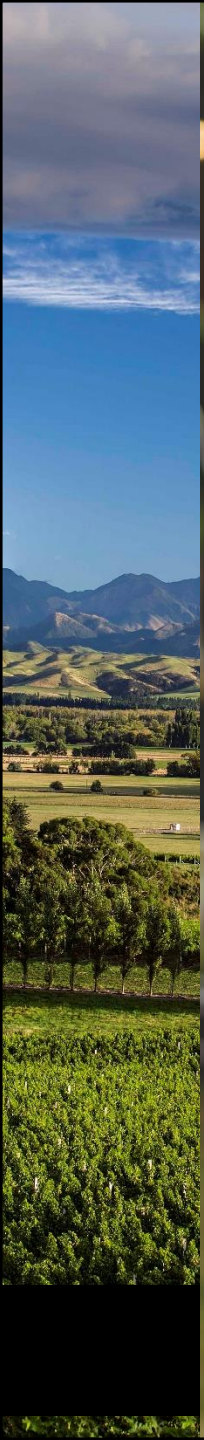


NEW ZEALAND WINE
PURE DISCOVERY



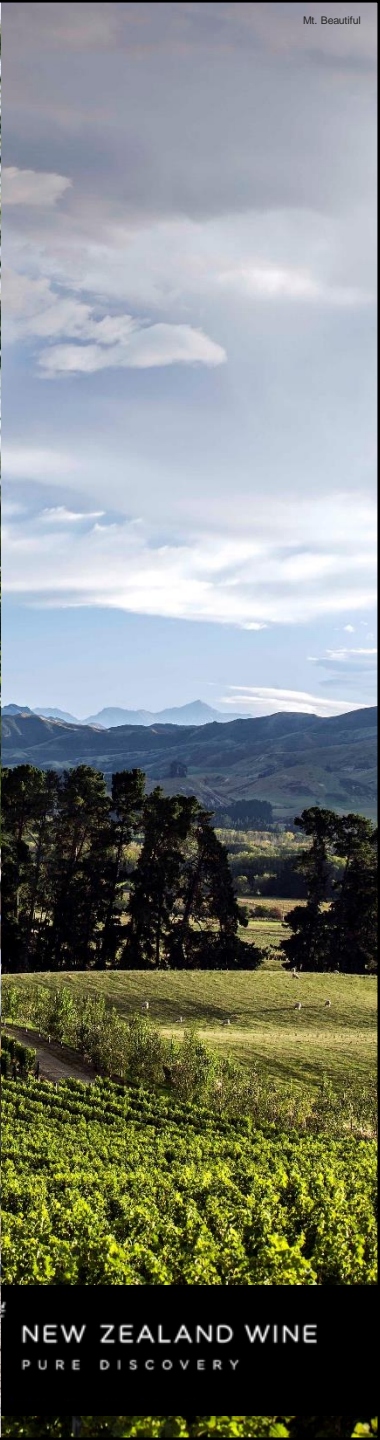
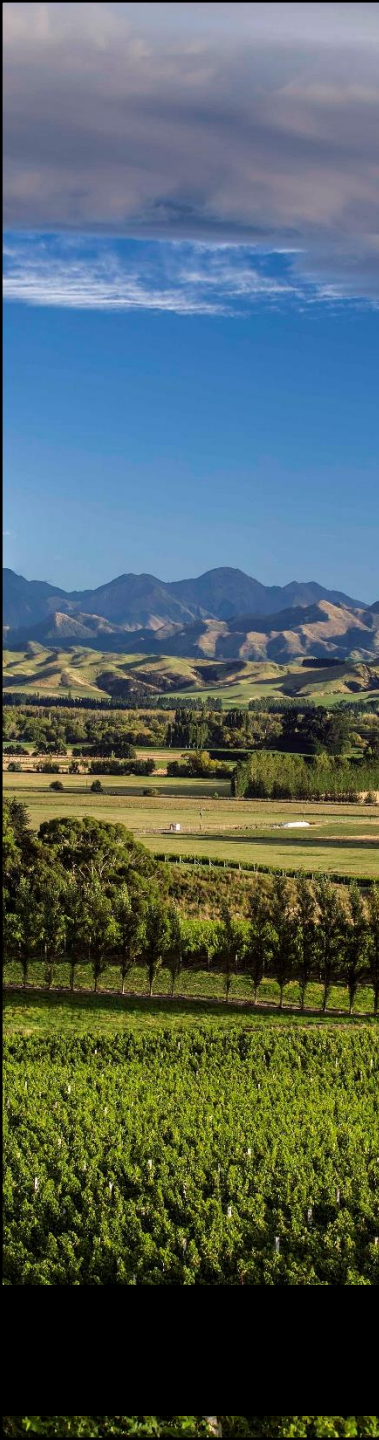


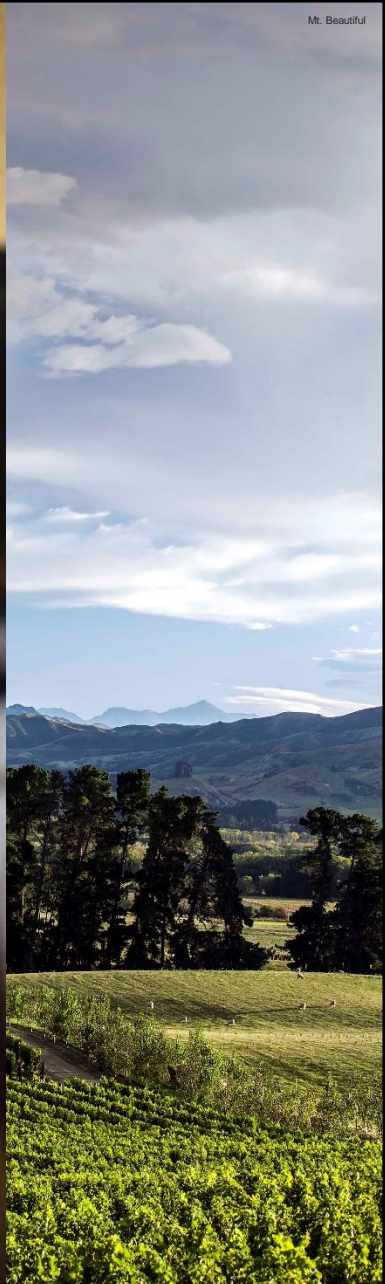
NEW ZEALAND WINE
PURE DISCOVERY



sauvignon
2019
Jean-Charles
Château de Beaulieu

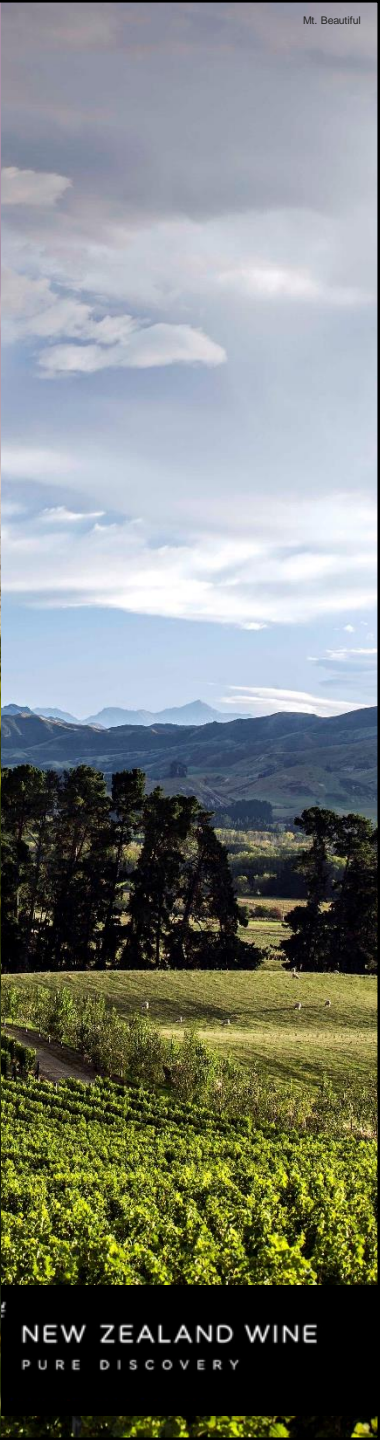
sauvignon
2019
Jean-Charles
Château de Beaulieu





NEW ZEALAND WINE
PURE DISCOVERY







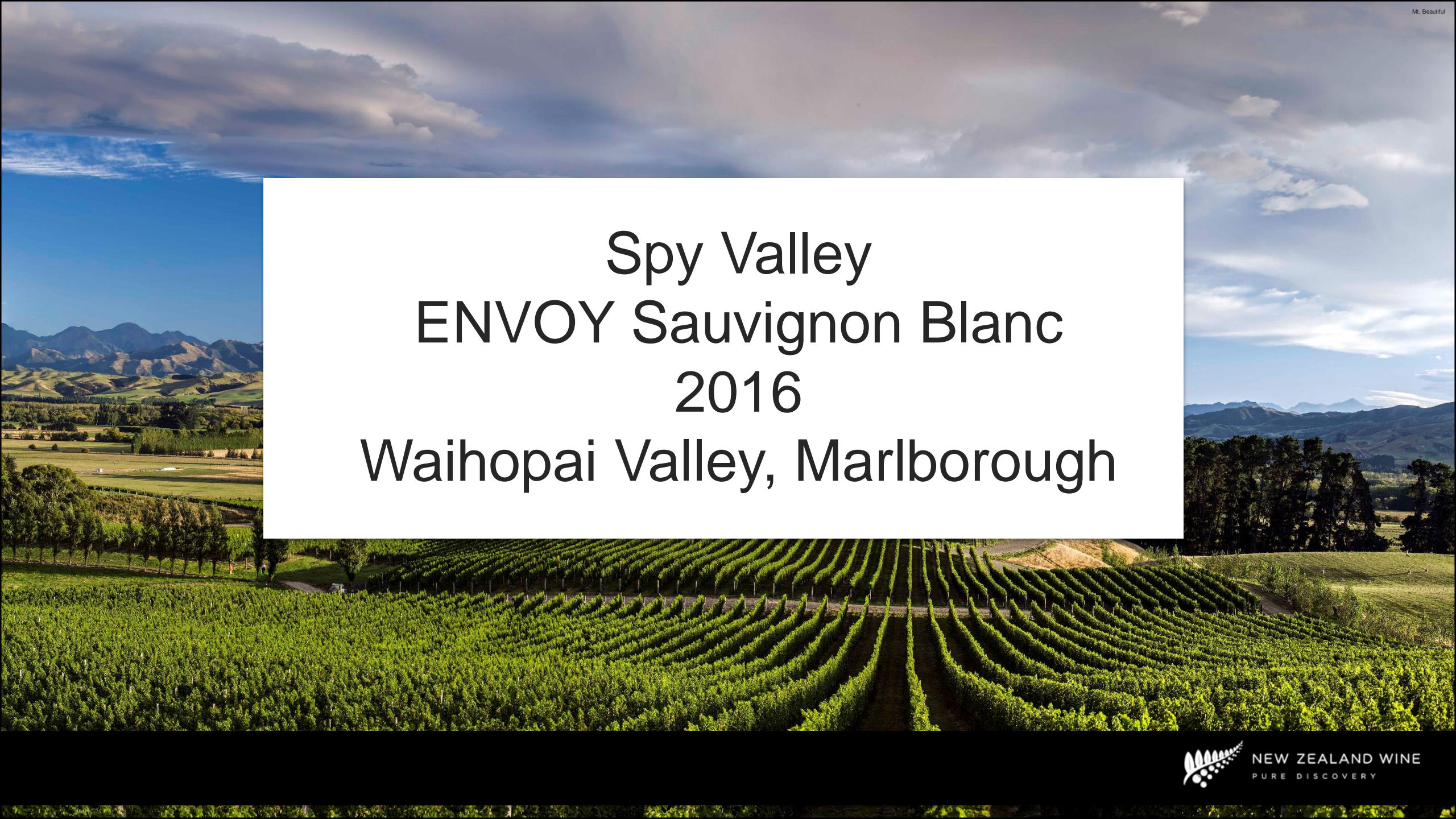
Eradus
Sauvignon Blanc
2019
Awatere Valley, Marlborough

Grey's Peak
Sauvignon Blanc
2018
Waipara Valley
North Canterbury

Brancott
“B” Sauvignon Blanc
2018
Marlborough



Neudorf
Sauvignon Blanc
2017
Nelson



Spy Valley
ENVOY Sauvignon Blanc
2016
Waihopai Valley, Marlborough



Greywacke
Wild Sauvignon
2016
Marlborough

nzwine.com