

FULL FLAVOURED
SLOW RIPENED

NZ LIGHTER

LIGHTER IN ALCOHOL
NEW ZEALAND WINE

QUARTERLY PROGRESS SUMMARY: January – March 2019

Producing premium naturally produced lower alcohol, lower calorie New Zealand Wines – “Lighter Wines”

Summary of progress during this quarter

- The interest in lower alcohol wines continues to grow in all key export markets. Market research by the Programme is now backed by other commentary that shows this interest is driven by a strong shift by premium wine drinkers to moderate their alcohol consumption.
- Eight senior representatives of the key trade from the UK, Canada, Australia and Sweden were hosted by Programme at an event immediately prior to the International Sauvignon blanc Celebration 2019 in Marlborough, January 2019. This level of interest by typically traditional wine trade is rare and provides a strong indication of how interested these organisations (and their personnel) are in the Lighter Wine category and New Zealand's lead position with offering a range of lighter wines from a range of wine producers.
 - Since the visit, new listing opportunities for Lighter Wine in key trade have been created in the UK, Sweden and Canada with specific call out for New Zealand products.
 - Also, the level engagement with the guests has facilitated working relationships in all key markets for partnered promotion and in-market activities that would have otherwise been difficult to have achieved.
- nzlighter.wine website was launched alongside social media channels in time for the International Sauvignon blanc Celebration 2019. The level of activity is building quickly and the level of engagement is very encouraging
- Positive published articles about lighter wines, particularly export success in the UK, have continued to garner a growing profile for these wines.
- Project highlights:
 - Project 1 (Market Access). This project has export market activation plans with the support of the category story, branding, PR, website and in market strategies.
 - Project 2 (Sensory Perception) recently completed an evaluation of research wines made from Sauvignon blanc berries sorted based on maturity and shows some opportunity to enhance wine quality.
 - Project 3 all field trials have been completed with harvests as planned including evaluation of alternate red varieties for the production of lower in alcohol wines.
 - Project 4 (Winery Manipulations) trials were initiated in this quarter. Good progress continues to be made with novel filtration aids to lower the sugar levels in grape juice. Contract negotiations with research and service providers are well advanced and the work plans for the projects are on track for the remainder of the financial year.
- Project 5 (Communications and Tech Transfer) continues supporting the Programme with newsletters and publicity material. Planning has been initiated for the sixth Annual Workshop for Grantors to be held in October 2019 to provide an effective forum for discussion of research results and shared learning amongst the producers of lighter wines.
- Contract negotiations with research and service providers have been protracted this year but this has not impacted on the planned research with the only impact being a significant delay in the Programme being invoiced for the work.

Key highlights and achievements

- nzlighter.wine website and social media channels went live and proving effective.
- Further success with ranging of wines in the UK, Canada, Sweden and Australia.
- Hosted eight international trade representatives in Marlborough with a focus for 1.5 days on Lighter Wines, the Programme and the experience of being in NZ (as first time for some of the guests). Since the return to their home markets there has been a tangible increase in calls for Lighter Wines and singling out wines showcased during the event.

Upcoming

Market Access

- Export market activation through a range of initiatives with initial focus on UK, Canada and Australia
- Content creation and activity through all social media assets to raise the global awareness of Lighter Wines with a particular focus on the 24 to 36 age group.

Sensory Perception

- Complete the evaluation of sensory properties of research wines made from grapes with different fermentation temperatures.

Vineyard Manipulations

- Data analysis of the research trials 2019 season.

Winery Manipulations

- Complete the research wines for the 2019 season.
- Continue the evaluation of novel filters to reduce sugar levels in grape juice.
- Continue the evaluation of fermentation conditions and the effects on the alcohol levels in wine.

Communications & Tech Transfer

- Continue regular eNewsletter.
- Support the Lighter Wines portal on nzwine.com.
- Support content on nzlighter.wine and associated social media channels.
- Assist in development and planning for events and creation of content.
- Support PR activities.

Investment

Investment period	Industry contribution	MPI Contribution	Total Investment
During this Quarter	\$480,218	\$143,652	\$623,870
Programme To Date	\$7,924,588	\$6,232,496	\$14,197,084