

Wine Discovery New Zealand 2010 Media Release

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South Island to Showcase its Great Wines

Christchurch I South Island, the newest member to the prestigious Great Wine Capitals Global Network, is thrilled to be hosting this year's AGM and international wine conference – Wine Discovery New Zealand 2010 – from 31 October to 4 November.

The opportunity to host the Network's AGM and develop this international wine conference arose from Christchurch I South Island's acceptance into the Network at the end of last year.

Christchurch I South Island is a central hub uniting the five South Island wine regions of Nelson/Tasman, Marlborough, Waipara Valley, Canterbury and Central Otago for a common goal.

Christchurch City Council Marketing Manager, Richard Stokes, says the network offers access to eight other significant economies that are interested in wine science, wine tourism and wine in general – “and we want to take full advantage of this.

“As a key partner of the Christchurch I South Island wine capital, we are excited about this unique opportunity to showcase and reaffirm New Zealand as a maker of premium wines to a prestigious international audience.

“The conference will incorporate stimulating and relevant programmes for local and international wine business, research and media participants, and will include the Network's icon AGM events such as an international wine tasting evening,” he says.

Marcus Pickens, Marketing Manager at Wine Marlborough, says he is excited about their inclusion to the network and is looking forward to the opportunity to host international delegates.

“South Island wines and tourism destinations are already marketed with great success overseas, but there are real benefits in working together across our regions to produce even better results.

“This won't be your usual conference, held in the one spot – but a cluster of events where key industry players from overseas markets will be invited to explore the five South Island wine regions that make up our membership and discover for themselves the secrets behind our premium wines,” he says.

Pre and post event wine tours will also include venturing to some North Island wine regions.

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Mayor Bob Parker says the conference will provide opportunities to showcase Christchurch City to a premium tourist market in the lead up to the 2011 Rugby World Cup.

“As always we can achieve more by working together than independently – by understanding that principle and pooling our resources, we can harvest a great promotional opportunity for wine producers and tourism operators.

“The conference will also highlight Christchurch as the gateway to a diverse and dramatic range of wine tourism destinations. We invite the rest of the world to come and discover a new wine and a new taste - in New Zealand,” he says.

For further information and to register for Wine Discovery New Zealand 2010 visit: www.southislandwine.co.nz/conference and www.winediscoverynz.com.

Ends

Editor’s note: Our membership name can be written Christchurch | South Island or Christchurch / South Island. Christchurch City is a central hub, providing the gateway to the five wine regions that form our Great Wine Capital.

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Background:

- The Great Wine Capitals (GWC) Global Network (www.greatwinecapitals.com) was founded in Bordeaux, France ten years ago with a goal to bring together the world’s most prestigious wine regions to enhance their economic, education, and tourism projects.
- Until last year, there were eight members, including; Bilbao/Rioja (Spain), Bordeaux (France), Cape Town (South Africa), Florence (Italy), Mainz (Germany), Mendoza (Argentina), Porto (Portugal) and San Francisco/Napa Valley (USA).
- Members of the Network engage in sub activities including: running international best of wine tourism awards, funding annual international student grants and maintaining a growing database of international wine writers and connoisseurs.
- The Network brings together cities that are gateways to internationally-renowned wine regions, for example San Francisco – gateway to the renowned wine region of Napa Valley.
- Only one city per country can be accepted into the Network, and that city must represent an internationally-recognised wine region, have an international airport and have an academic institution that specialises in wine science.
- In early 2009, the Christchurch City Council (CCC), in conjunction with Canterbury Development Corporation (CDC) and Christchurch and Canterbury

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Tourism (CCT), consulted with the five South Island wine regions and an application was submitted shortly after in June 2009.

- Following a visit from representatives of the global Network, Christchurch I South Island officially became the ninth GWC of the world in October 2009.
- Our wine industry is growing; New Zealand had 585 wineries in 2008, an increase from 2003 of 39 percent.
- The wine industry is an important contributor to the New Zealand economy and in 2008 it was worth \$798 million. However, there is room for growth within Christchurch and the South Island's wine industry and this network will look to support that growth.
- The Network provides an additional tool for South Island wine regions to market their products and improve sales. This will provide economic benefits across the whole of the South Island.
- The Christchurch City Council is the overall provider and manager for the Christchurch I South Island GWC, with its key responsibility to manage the brand development, marketing, communications and events.
- Four committees make up the Christchurch / South Island GWC, including: communications (led by CCC), business development (led by CDC), tourism (led by CCT) and education (led by Lincoln University). Within each of these committees is representation from each of the five South Island wine regions and a collaborative approach is taken when engaging in Network activity.