



## QUARTERLY PROGRESS SUMMARY: October – December 2015

### Producing premium naturally produced lower alcohol, lower calorie New Zealand Wines “Lifestyle Wines”

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#### Summary of progress during this quarter

- All projects related to the ‘Lifestyle Wines’ PGP programme are on track for the second quarter (YE 2016) reporting period.
- Flowering is all but over in New Zealand vineyards, heralding the long countdown towards harvest in March/April 2016. As another vintage approaches, the Lifestyle Wines PGP programme is strongly focused on vineyard trial establishment and delivery of tech transfer pertinent to the current season. All projects have continued to make good progress in this reporting period:
  - Project 1 (Market Access) conducted a survey among participating companies (grantors) to determine their capacity to supply and penetrate key export markets. Category development has continued throughout this quarter, with a high level of grantor participation in idea generation for brand, story and market development.
  - Project 2 (Sensory Perception) completed tasting evaluations using (1) groups of trained panelists and (2) expert winemakers, regarding the impact of wine composition (acid, residual sugar and alcohol levels) on lower alcohol wines.
  - Project 3 (Vineyard Manipulations) has finalised trial set-up for the 2016 vintage, and researchers recently participated in a seminar on canopy management for lower alcohol wines.
  - Project 4 (Winery Manipulations) has completed another series of micro-fermentation trials at the University of Auckland on a new range of native yeast selections.
  - Project 5 (Communications and Tech Transfer) provided the second annual Grantors Workshop on 14-15 October, with presentations from all projects within the programme. A short vineyard-related seminar was also provided in early December.

#### Key highlights and achievements

- Presentations at the Lifestyle Wines Grantors Workshop (14-15 October in Blenheim) were well received by participants, with at least one representative from each grantor company in attendance. The event was subsequently evaluated in a short survey, with 85% of respondents rating the event as 'good' (35%) or 'very good' (50%).
- The first round of annual research reports developed for the programme were posted to the general members area of nzwine.com, following a preliminary period of review by grantors. NZ Winegrowers' November e-newsletter highlighted the publications, and the reports ranked in the top-ten page views the following week, showing a high level of interest throughout the industry

## Upcoming

### Market Access

- Additional NZ consumer qualitative market research in early 2016 (work will be completed by Wine Intelligence, which provided related research in 2015). In addition, the project will explore issues that may relate to potential messaging used to promote lower alcohol wines.

### Sensory Perception

- Analysis and reporting of results collected in recent sensory panel evaluations regarding the impact of wine composition (acid, residual sugar and alcohol levels) on lower alcohol wines.

### Vineyard Manipulations

- Trials under way for research related to vine nutrition, deficit irrigation and canopy management for the production of lower alcohol wines. Trials will continue through to post-harvest 2016.

### Winery Manipulations

- Preparations for vintage 2016 winemaking activities at both the research facility and grantor companies; selected researchers and company winemakers will participate in a winemaking and fermentation event planned for February 2016.

### Communications & Tech Transfer

- Continue monthly eNewsletter.
- Support the Lifestyle Wine portal on NZWine.com.
- Develop February winemaking/fermentation workshop event.

## Investment

<b>Investment period</b>	<b>Industry contribution</b>	<b>MPI contribution</b>	<b>Total Investment</b>
During this Quarter	\$204,147	\$418,050	\$622,197
Programme To Date	\$1,592,151	\$1,844,139	\$3,436,289