



## QUARTERLY PROGRESS SUMMARY: April – June 2017

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

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#### Summary of progress during this quarter

- The post-harvest period of April to June 2017 saw the completion of lower alcohol fermentations in both research and commercial wineries, followed by end-of-season vineyard activities and data analysis. Key retailers in New Zealand and Australia were revisited to update market perspectives first surveyed in 2015.
  - Project 1 (Market Access) continued to provide analyses on lower alcohol wine category performance based on retail scan data for New Zealand and key overseas markets. The project manager completed visits with major retail gatekeepers managing large supermarkets and liquor outlets in New Zealand and Australia, and will visit other overseas gatekeepers in the next quarter.
  - Project 2 (Sensory Perception) has completed reports on panel tastings designed to explore how alcohol content influences consumers’ product experiences.
  - Project 3 (Vineyard Manipulations) completed field experimentation and grape harvests for nutrition and canopy manipulation trials. (In addition to Sauvignon blanc, trials were also conducted on Pinot noir, Pinot gris and Merlot.)
  - Project 4 (Winery Manipulations) completed winemaking trials for selected 2017 juices from vineyard trials. Chemical analysis of the wines is under way.
  - Project 5 (Communications and Tech Transfer) published three case studies in the April/May 2017 issue of *New Zealand Winegrower* magazine, “Lighter Wines: Occasion to Innovate”, and oversaw content transfer for the Lighter Wines research reports and other resources to a new website created for members of New Zealand Winegrowers. An infographic was created to provide dashboard-style reporting on the programme.
- Although wet weather during harvest created challenging conditions and meant some of the late harvested grapes had their condition compromised, all projects related to the “Lighter Wines” PGP programme are on track for the fourth quarter (YE 2017) reporting period.

#### Key highlights and achievements

- Major retailers in Australia have indicated interest in working with company investors in the PGP programme to build a larger platform for lighter wine sales in Australia. Visits by the marketing manager in June included sessions with Coles in Melbourne and Woolworth’s in Sydney.
- More than 100 reports, publications and presentations generated by the Lighter Wines programme are now posted on the New Zealand Winegrowers members’ website at [nzwine.com](http://nzwine.com). The new website was launched in early June 2017.
- A progress review was undertaken by David Miller of Vantage Consulting Group. This combined reviews by three technical experts for Projects 1, 3 and 4, plus a review of governance and programme management by the lead reviewer.

## Upcoming

### Romeo Bragato Conference (30-31 August 2017)

- The Lighter Wines PGP programme will be featured at a range of plenary and workshop sessions at this year's Romeo Bragato industry conference in late August:
  - Evolving wine styles: From the vineyard to the consumer
    - This plenary session will feature three case studies of companies that have incorporated PGP research in their own innovative production of lighter wines.
  - Lighter Wines – evolving flavours and quality
    - A selection of eight wines produced by companies participating in the Lighter Wines PGP programme.
- Ripening grapes in challenging vintages
  - This workshop will incorporate results from the Lighter Wines programme. Presenters will discuss the importance of innovation and flexibility when managing challenging vintages.

### Grantors Workshop (18-19 October 2017)

- The fourth annual Lighter Wines October workshop will be held 18 and 19 October 2017 in Marlborough for participating companies (grantors). It provides attendees – typically, two per company – with a snapshot of progress for Projects 1, 2, 3, and 4, via presentations of research results and other commentary. The updates are combined with extensive tailored tastings of the lower alcohol wines produced by grantors and/or via research trials, with discussion on viticultural and winemaking technical challenges in production.

### Market Access

- Following on from visits with key retailers in New Zealand and Australia, the marketing manager will visit retail gatekeepers in the UK, Sweden and Canada.

### Sensory Perception

- Finalising recent sensory results in formal reports.

### Vineyard Manipulations

- Completing data analysis from the 2017 vintage and preparing for the 2018 vintage trials.

### Winery Manipulations

- Finishing all wines made from the 2017 vintage.
- Continue planned evaluations of treatments that reduce the sugar levels of grape juice.
- Continue yeast and fermentation trials investigating approaches of juice treatments that lower the level of alcohol in the finished wine.

### Communications & Tech Transfer

- Continue monthly eNewsletter.
- Support the Lighter Wines portal on nzwine.com.
- Assist in development and planning for events and creation of content.

## Investment

Investment period	Industry contribution	MPI Contribution	Total Investment
During this Quarter	\$917,806	\$552,364	\$1,490,169
Programme To Date	\$5,397,415	\$4,035,310	\$9,452,725