Outcome Logic for NZ Lifestyle Wines PGP Programme 2014 – 2021 version 7 July 2014

Long term outcomes
2024+

New Zealand wine industry is no.1 in the world for premium Lifestyle wines

If successful New Zealand will benefit ….

Medium term outcomes
2021-2024

INDUSTRY-WIDE ADOPTION

Adoption of new New Zealand Lifestyle wines technology and knowledge in the production of Lifestyle wines and other New Zealand wines

High returns for New Zealand Lifestyle wines

New Zealand premium Lifestyle wines are the preferred choice for domestic and international consumers

If successful the wine industry will benefit …

Short term outcomes
2017 – 2020

EARLY ADOPTION

Successful production of Lifestyle wines by New Zealand early adopters

Domestic and international consumers buy premium New Zealand Lifestyle wines

If the outputs are achieved, then…

Activities & Outputs
2014 – 2021

WINERY TRIALS

New Zealand Lifestyle wines industry-wide marketing strategy in place

Production of new premium Lifestyle wines with market focus

Project 5: Communication and transfer of knowledge and technology to wine industry

Project 1: Market access
Marketing strategy, market knowledge and market access

Project 2: Sensory perception
Understanding consumer appeal

Project 3: Vineyard manipulations
New vine management to deliver Lifestyle wines

Project 4: Winery manipulations
New winemaking to deliver Lifestyle wines

Enablers & Inputs

MPI investment & support

Wine industry investment – money, time, vineyard, winery and expertise

Integrated New Zealand wine industry including world leading R&D

New Zealand Wine sector innovation-led success

Additional benefits
for the sector and New Zealand

Regional economic benefits in areas where land is less productive

New Zealand wine industry reputation is enhanced

Increased New Zealand wine industry capability

Availability of Lifestyle wines demonstrates commitment by the New Zealand Wine Industry to social responsibility

Contribution to environmental sustainability in the New Zealand wine industry

New Zealand wine industry demonstrates how a coordinated industry can achieve industry wide benefits

Problems & Opportunities

Rapidly growing consumer demand for lower alcohol and calorie 'lifestyle' wines

Growing consumer demand for naturally (not laboratory) produced Lifestyle wines

Regulations defining the composition and labelling of Lifestyle Wines have yet to be set in target markets

NZ international reputation for high quality affordable wines

Distinctive NZ wines with high proportion of flavour components

Political awareness of alcohol related health issues & costs