



## QUARTERLY PROGRESS SUMMARY: July – September 2017

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

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#### Summary of progress during this quarter

- Planning is well advanced for the research activities for the 2017/2018 growing season. Input to the research direction was gained from a series of forums with the Programme Technical Advisory Committee (representatives of the industry partners) where the key researchers provided research summaries and engaged in open discussion about the merits of completed, on-going and contemplated research.
- The winter period of July to September 2017 saw the completion of lighter wine fermentations in both research and commercial wineries, and the release of many of the wines. Early wine show results reveal the improved wine quality being achieved with Lighter Wines as they successfully competing against full strength wines.
- Key retailers in UK, Canada and Sweden were revisited to update market perspectives first surveyed in 2015.
  - Project 1 (Market Access) continued to provide analyses on lighter 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 UK, Sweden and Canada. The export market opportunities that have been identified require a concerted effort by the NZ Producers for the full benefits to be realised.
  - 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 data analysis of field experimentation and grape harvests for nutrition and canopy manipulation trials of Sauvignon blanc, Pinot gris, Pinot noir and Merlot.
  - Project 4 (Winery Manipulations) completed data analysis of winemaking trials for selected 2017 juices from vineyard trials. Further progress has been gained with yeast selections and juice treatments to enable the production of lighter wines.
  - Project 5 (Communications and Tech Transfer) published a research summary and an infographic to provide dashboard-style reporting on the programme. Three plenary presentations and two workshops focussing on the Lighter Wines Programme were well received at the annual Wine Industry Conference in August.
- All projects related to the “Lighter Wines” PGP programme are on track for the first quarter (YE 2018) reporting period.

#### Key highlights and achievements

- Major retailers in Australia, Canada, UK and Sweden have indicated interest in working with company investors in the PGP programme to build a larger platform for lighter wine sales in these markets. Visits by the marketing manager have enabled these opportunities to be facilitated.

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

- The Lighter Wines PGP programme was featured at a range of plenary and workshop sessions at this year's Romeo Bragato industry conference in late August in Blenheim:
  - Evolving wine styles: From the vineyard to the consumer
    - This plenary session featured a lead by Project 1 on the Market Research and opportunities for Lighter Wines and this was followed by two presentations by company representatives providing case studies of how they 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 were tasted and well received by the industry peers that attended.
  - Ripening grapes in challenging vintages
    - This workshop incorporated results from the Lighter Wines programme with a particular emphasis on canopy manipulations.

## Upcoming

### 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 lighter 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, Australia, UK, Sweden and Canada, the Marketing Manager and the Programme Manager to visit all the Grantors to explore best pathways to develop the opportunities for Lighter Wines in these key export markets.

### Sensory Perception

- Finalising recent sensory results in formal reports.
- Plan sensory related research for later in the year.

### 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 and evaluate the sensory properties.
- 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.
- Published a Programme Dashboard and a Research Summary for the Programme

## Investment

<b>Investment period</b>	<b>Industry contribution</b>	<b>MPI Contribution</b>	<b>Total Investment</b>
During this Quarter	\$202,695	\$254,590	\$457,285
Programme To Date	\$5,600,110	\$4,289,899	\$9,890,009