



QUARTERLY PROGRESS SUMMARY: July – September 2018

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

Summary of progress during this quarter

- The first lighter red wine has been produced and commercially released in limited quantities in both NZ and the UK. This is a remarkable achievement by Forrest Wines, one of the Grantor wine companies, as it is very difficult to grow grapes and make wine of any red grape variety for the production of a wine at 9.5% alcohol level. Pinot noir is a very challenging variety as a full-strength wine, adding to the magnitude of this achievement.
- A new logo and branding for Lighter Wines has been developed and has been received very positively. This will be used in the promotion of the Lighter Wines from New Zealand.
- A string of positive published articles about lighter wines, particularly export success in the UK, has continued to garner a growing profile for these wines.
 - Project 1 (Market Access). This project is moving to export market activation with the development of branding, PR, web-site and in-market strategies
 - Project 2 (Sensory Perception) recently completed the evaluation of lighter wines compared to the full-strength counterparts from a range of wineries. The results showed the improved quality of the lighter wines and how close they have become to the full-strength style. This is the first objective assessment of this comparison and shows the considerable contribution this Programme has made to the production of Lighter Wines.
 - Project 3 (Vineyard Manipulations) is completing the harvest summaries from the 2018 harvest. Canopy trimming is proving the most effective vine manipulation to reduce the sugar accumulation. New results are showing the benefit of different clones for the production of Lighter Wines.
 - Project 4 (Winery Manipulations) has completed the season’s trials of research wines from the vineyard trials and exploring the effects of fermentation conditions. Good progress continues to be made with novel filtration aids to lower the sugar levels in grape juice.
 - Project 5 (Communications and Tech Transfer) continues supporting the Programme with newsletters and publicity material.
- Contract negotiations with research and service providers are well advanced and the projects are on track for the first quarter (YE 2019) reporting period.

Key highlights and achievements

- The first release of a commercial Lighter (9.5% ABV) Pinot noir has been released by one of the grantor wine companies.
- Success with ranging of wines in the UK and Ontario.
- A category brand and logo has been accepted by the Programme and its Grantors.
- Objective sensory evaluation of Lighter Wines has shown them to have many similar properties and consumer appeal to their full-strength counterparts.

Upcoming

Market Access

- Export market activation through a range of initiatives.
- Finalise web and social media assets for Lighter Wines.
- Arrange the visit to New Zealand of a range of key influences from the UK, Canada, Sweden and Australia, scheduled for late January 2019 and coordinated with the International Sauvignon blanc Celebration 2019 (www.sauvignonnz.com).

Sensory Perception

- Begin evaluating the consumer sensitivity to ripeness in Pinot noir.
- Plan for the evaluation of sensory properties of research wines made from grapes with different fermentation temperatures.

Vineyard Manipulations

- Finalise research plans for the 2019 season.

Winery Manipulations

- Finalise research plans for the 2019 season.

Communications & Tech Transfer

- Organise and manage the Annual Grantors Workshop, October 2018.
- Complete the Annual Grantor Survey.
- Continue regular 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	\$214,418	\$174,419	\$388,837
Programme To Date	\$7,267,509	\$5,911,637	\$13,179,146