



## QUARTERLY PROGRESS SUMMARY: October – December 2018

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

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#### Summary of progress during this quarter

- The interest in lower alcohol wines continues to grow in all key export markets. This interest is driven by a strong shift by wine drinkers to moderate their alcohol consumption.
- Eight senior representatives of the key trade from the UK, Canada, Australia and Sweden have accepted the invitation to attend a Lighter Wines hosted event immediately prior to the International Sauvignon blanc Celebration 2019 in Marlborough, January 2019. This is a strong indication of how interested these organisations (and their personnel) are in the Lighter Wine category and New Zealand’s lead position with offering a range of lighter wines from a range of wine producers.
- A new logo and branding for Lighter Wines has been well received and used in a range of collateral. This will be used in the promotion of Lighter Wines from New Zealand and help command the lead that New Zealand has with this new category.
- nzlighter.wine website is in development and will be launched alongside social media channels in time for the International Sauvignon blanc Celebration 2019.
- Positive published articles about lighter wines, particularly export success in the UK, have continued to garner a growing profile for these wines.
  - Project 1 (Market Access). This project has export market activation plans with the support of the category story, branding, PR, website and in market strategies.
  - Project 2 (Sensory Perception) recently completed an evaluation by premium wine consumers that showed they are able to differentiate Pinot noir wines of different maturities, and the riper wines were deemed to be superior. This indicates that any lighter red wine cannot compromise on the expression of ripeness.
  - Project 3 (Vineyard Manipulations) has completed 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. The first investigation into the role of variation in berry ripeness has shown only minor changes in variation as the crop matures.
  - 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. The fifth Annual Workshop for Grantors provided an effective forum for discussion of research results and shared learning amongst the producers of lighter wines.
- Contract negotiations with research and service providers are well advanced and the work plans for the projects are on track for the remainder of the financial year.

#### Key highlights and achievements

- Logo and branding finalised and the advanced development of website and social media channels.
- Further success with ranging of wines in the UK and Australia.

- The fifth Annual Workshop for Grantors was completed and provided an effective forum for sharing recent research results, tasting of lighter wines and facilitating co-innovation across all the participating wine companies.

## Upcoming

### Market Access

- Export market activation through a range of initiatives.
- Finalise web and social media assets for Lighter Wines.
- Host 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](http://www.sauvignonnz.com)).

### Sensory Perception

- Complete the wine analysis of the wines used in the Pinot noir ripeness evaluation of wine consumers.
- Complete the evaluation of sensory properties of research wines made from grapes with different fermentation temperatures.

### Vineyard Manipulations

- Implement research plans for the 2019 season.

### Winery Manipulations

- Implement research plans for the 2019 season.

### Communications & Tech Transfer

- Continue regular eNewsletter.
- Support the Lighter Wines portal on [nzwine.com](http://nzwine.com).
- Support content on [nzlighter.wine](http://nzlighter.wine) and associated social media channels.
- Assist in development and planning for events and creation of content.
- Support PR activities.

## Investment

<b>Investment period</b>	<b>Industry contribution</b>	<b>MPI Contribution</b>	<b>Total Investment</b>
During this Quarter	\$181,110	\$177,208	\$358,318
Programme To Date	\$7,448,619	\$6,088,844	\$13,537,464