

FULL FLAVOURED
SLOW RIPENED

NZLIGHTER

LIGHTER IN ALCOHOL
NEW ZEALAND WINE

QUARTERLY PROGRESS SUMMARY: July – September 2019

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

Summary of progress during this quarter

- The interest in lower alcohol wines in key export markets continues to build rapidly. New Zealand Lighter Wines are well positioned to capitalise on this strong trend.
- The first phase of market uplift is securing trade listings and these continue to build over this quarter. On the back of these listings is the growth of sales. For a new category of wines there is a heavy reliance on product promotion and consumer tastings.
 - The Programme has conducted a series of very effective consumer and trade tastings in both Australia and Canada. The information from these events is guiding recommendations for future market development.
 - The consumer tastings have proved very effective with higher than normal conversions from taste to bottle purchase.
 - The quality of NZ Lighter Wines is gaining greater recognition and this is enhancing the build of the profile of the NZ Wine Industry as being the innovator and leader in this new category of wine.
 - Clear market and consumer feedback reinforce the preference of wines with naturally lower alcohol levels compared to wines that have had alcohol removed by mechanical methods.
- Production volumes of Lighter Wines are growing to match the growth in listings and contribute to further growth in exported volumes and export earnings.
- NZLighter branding is being used as point of sale collateral and at all events in all key markets and gaining a profile for the initiative as an umbrella brand.
 - International trademark protection is well underway and will be finalised in the next quarter.
 - One Grantor has incorporated the NZLighter Logo on their wine label.
- nzlighter.wine website is fully operational, regularly updated, and provides geo-location to locate the nearest store stocking Lighter Wines produced by Grantors.
- Activity in social media channels is being supported by the Programme and continues to gain improved reach and impressions.
- Many positive articles have been published about NZ Lighter Wines, particularly noting export success in the UK and, more recently, in Canada and Australia.
- Project highlights:
 - Project 1 (Market Access). This project has clear focus and many work strands to gain further export market activation.
 - Project 2 (Sensory Perception) All research is now completed with one remaining report expected in Q2 2020.
 - Project 3 (Vineyard Manipulations) All 2019 research is completed and planning underway for the research associated with the 2020 vintage field trials.

- Project 4 (Winery Manipulations). Trials related to Vintage 2019 have been completed this quarter. The final planned research on novel filtration aids to lower the sugar levels in grape juice is underway and planned to be completed before Christmas.
- Project 5 (Communications and Tech Transfer) continues supporting the Programme with newsletters and publicity material. Planning is well advanced for the sixth Annual Workshop for Grantors to be held 30 October 2019 to provide an effective forum for discussion of research results and shared learning amongst the producers of NZ Lighter Wines. This year there is a focus on alternative pack format (cans vs bottles) and consideration of the future of the Lighter Wine initiative beyond the end of the Programme (December 2020).
- Annual Grantor Survey was initiated late this quarter to provide an update on the production volumes of Lighter Wines, the allocation split between the domestic market and export, and the utilization of the production tools and knowledge generated by the Programme.

Key highlights and achievements

- NZLighter branding now being used by the Grantor Wineries and with Programme initiated activities in markets as banners, neck talkers, in publicity and in other support materials.
 - One winery has the NZLighter Logo incorporated in to the label on their 2019 Sauvignon blanc
- Further success with ranging of wines in the UK, Canada, Sweden and Australia.
- Consumer and trade tastings have proved very effective.
- Grantors continue to actively seek and resource their export market listings at an increasing level.

Upcoming

Market Access

- Export market activation continues through a range of initiatives in UK, Canada and Australia.
- Increased PR activity in the Australian market leading up to their summer.
- Finalise the certified trademark of NZLighter.
- Content creation and activity through all social media assets to raise the global awareness of Lighter Wines with a particular focus on the 24 to 36 age group.

Sensory Perception

- No activity planned.

Vineyard Manipulations

- Reporting of the research trials 2019 season.
- Planning for research trials for the 2020 season.

Winery Manipulations

- Final reporting on the research wines 2019 season.
- Complete the evaluation of novel filters to reduce sugar levels in grape juice.
- Planning for research trials for the 2020 season.

Communications & Tech Transfer

- Complete the Annual Grantor Survey to gauge:
 - Commitment to production volumes of Lighter Wines and export market development
 - Utilisation of knowledge and production tools generated by the Lighter Wines Programme.
 - Economic value of Lighter Wines as export growth and conversion from low value bulk wine to branded premium wine.
- Continue regular eNewsletter.
- Support the Lighter Wines portal on nzwine.com.
- Support content on nzlighter.wine and associated social media channels.

- Assist in development and planning for events and creation of content.
- Support PR activities.

Investment

Investment period	Industry contribution	MPI Contribution	Total Investment
During this Quarter	\$167,830	\$342,834	\$510,664
Programme To Date	\$9,306,438	\$7,550,554	\$16,861,241