



NEW ZEALAND WINE
PURE DISCOVERY

the next evolution

THE ART OF NEW ZEALAND
WINEMAKING AT ITS MOST
ENLIGHTENED, DELICIOUS BEST



NZLIGHTER.WINE

NZLIGHTER

FULL FLAVOURED
SLOW RIPENED
LIGHTER IN ALCOHOL
NEW ZEALAND WINE



NEW

**GREAT
TASTE
NO
ALCOHOL.**



**20% Global Beer
Sales by 2025**

**ONLY 59 CALORIES.
ALL NATURAL INGREDIENTS.**



*CONTAINS NO MORE THAN 0.05% ALCOHOLIC CONTENT

A young woman with long dark hair, wearing a colorful plaid shirt, is sitting at a table and looking towards an older man. The man has white hair and is wearing a light blue striped shirt. They are both looking at each other with a slight smile. The background is a solid light blue color. A large, semi-transparent blue box with rounded corners is overlaid on the image, containing the text.

1/3 Premium Wine Drinkers
moderated intake of alcohol
over last 3 months

Lighter Wine

A Breadwinner of Tomorrow



Today's Breadwinners

- “the innovations of yesterday”
- NZ Sauvignon Blanc

Tomorrow's Breadwinners

- “Today's Breadwinners modified or improved” or “New Products”

45% PREMIUM wine drinkers likely to purchase lighter wine



**Sauvignon blanc drinkers
more likely than average**

Market opportunity is real..



**But can we make wines
that consumers will buy and
repeat purchase?**

World Map





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NZ Lighter Wines Research Programme

Collaborative Partnership funded by

- New Zealand Winegrowers
- 18 NZ wine companies
- NZ Government

- R & D investment: \$17 MM over 7 years

- Focus: development of premium quality, naturally lighter in alcohol, varietally expressive wines

- BHAG: NZ #1 in growth category by 2025

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Tackling the Challenge

- Strong base of knowledge
- Technically able, innovative grape growers and winemakers.
- Modern vineyards and wineries
- Cool climate, full flavour wines and excellent vineyard sites
- Still not easy and difficult to achieve consistently
- Embarked on research specific to the production of lighter wines

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Key Research Components

- Sensory
 - role of alcohol at sub-10% abv on sensory properties.
 - Interplay of acid, residual sugar and other components.
 - **World first!**
- Vineyard
 - harvest date, location, clone, vine nutrition and canopy
- Winery
 - juice treatments, yeast and fermentation conditions, and skin contact.



Great progress..



Successful wines from participating wineries



6% Sauvignon Blanc

6% Pinot Gris





80% Rosé

Open Class Medal Winners



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BREAKTHROUGH IN REDS

NZLIGHTER.WINE





Philip Reedman @PhilipRee... · 24/10/17 ✓

I chaired a fascinating tasting of commercialised and experimental Lighter Wines in Blenheim. I have glimpsed a part of wine's future.





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