



Media Release  
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## **New Zealand Wine Drives Growth in Premium Price Points**

New Zealand wine is continuing to outperform the competition in the premium price points in the UK wine market.

New Zealand wine is performing as the front runner in the super-premium price segments in the UK market, and in particular in the £7.01 - £8.00 segment where NZ is the market leader and enjoys a 22% share of volume and growth of 23%. In addition, for all price points above £7.01, New Zealand sits behind only France in terms of volume and value of sales.

New Zealand's average price per bottle also remains the highest of the countries at £7.37, according to Nielsen data, well above the UK market average of £5.46. While the UK market has experienced an overall drop of 2% over the past year New Zealand wine has seen a 10% increase in both volume and value according to the latest data from Nielsen (Nielsen Scantrack – Data to WE 10.10.2015).

“It's great to see New Zealand wine continue to perform so strongly and grow at such a healthy rate, bringing value and volume to a market which is otherwise in decline,” commented Chris Stroud Marketing Manager Europe, New Zealand Winegrowers.

“New Zealand wine has a premium price, yet continues to grow at a faster rate than other wine producing nations, demonstrating the reputation that New Zealand has for delivering quality wines.”

The growth is largely driven by New Zealand Sauvignon Blanc, which is the UK's leading grape variety with an 11% share, and continues to grow.

“Sauvignon Blanc is a clear favourite of UK consumers, and that shows no sign of diminishing, New Zealand leads the category with 39% share, and growth of 12%,” said Mr Stroud.

“Sauvignon Blanc is New Zealand's main wine export, and our winemakers recognise the importance of exploring diversification within the variety. The diversity of Sauvignon Blanc will be celebrated at our Annual Trade tasting in January, and our inaugural International Sauvignon Blanc Celebration held in Marlborough, New Zealand in February 2016.”

The export value of New Zealand wine reached a record high earlier in the year and now stands at \$NZ 1.47 billion. New Zealand wine exports have increased by \$NZ 1 billion in the last 10 years. Wine is currently New Zealand's 6th biggest export good.

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Editors' notes:

- Total Coverage UK market Value sales in the +£7 category have risen by 3% from 8,381,000 cases to 8,651,000 cases (Nielsen Scantrack – Data to WE 10.10.2015)

- New Zealand's volume in this category has increased by 14% up from 1,531,000 cases to 1,750,000 cases (Nielsen Scantrack – Data to WE 10.10.2015)

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