

Proudly sponsored by:



Sunday October 8 12:00 - 12:30

OFFICIAL OPENING Philip Gregan, Chief Executive Officer, New Zealand Winegrowers Association with guest speakers John Campbell and Carol Hirschfeld.

Sunday October 8 12:30 - 1:30

WINE - THE EXPERIENCE

Benjamin Franklin said " Wine is a constant proof that God loves us and wants us to be happy." Wine is more than a product- it is an experience, filled with expectation, promise and ultimately enjoyment. Effectively communicating what a customer can expect from a wine can contribute significantly to the overall dining experience. How do you communicate wine in a way that is relevant to the customer? How do you ensure that your staff have the necessary knowledge to communicate wine effectively? Can this enhance your business? This session will discuss the sensory qualities of wine and how to integrate this into your wine service and the customer's dining experience. A panel of passionate wine professionals will offer their insights and advice.



Philip Bothwell - FINE WINE & SPIRITS DEVELOPMENT MANAGER, PERNOD RICARD NEW ZEALAND **Erica Crawford** - PRINCIPAL, KIM CRAWFORD WINES
Josselin de Gessincourt - SOMMELIER, LANGHAM HOTEL AUCKLAND **Cameron Douglas** - SOMMELIER **Timothy Giles** - CONSORTIUM PR/WINE WRITER **Joëlle Thomson** - WINE CRITIC

Sunday October 8 2:00 - 3:00

AWESOME AROMATICS

With a climate ideal for the production of aromatic wines, praise is now resounding for the increasing number of vibrant, world-class and regionally distinctive examples of New Zealand Riesling, Gewürztraminer and Pinot Gris. The delicate flavours and crisp acidity levels of dry aromatic wines may be enjoyed with a wide range of light to moderately-flavoured salads, seafood and chicken dishes. Slightly sweet aromatic wines are a great accompaniment to spicy Thai and other Asian dishes. Winemaker passion combined with an ideal climate and soils have enabled New Zealand to excel in the production of these wines which are now generating mounting international demand. Join a panel of experts in a tasting of a selection of aromatic wines and learn why these varieties are in such demand.



John Forrest - WINEMAKER, FORREST ESTATE WINES **Sven Nielsen** - SOMMELIER, OTTO'S RESTAURANT
Nick Nobilo - WINEMAKER, VINOPTIMA **Vic Williams** - WINE CRITIC

Sunday October 8 3:30 - 5:00

WHERE TO FROM HERE?

The past decade has seen tremendous growth and change in the New Zealand Wine industry. What does the future hold? A panel of industry heavyweights will gaze into their crystal balls and give their opinion as to what they believe to be some of the exciting developments that the next decade will offer for New Zealand wine. Join our panel as they discuss a variety of topics including trends in wine making, innovative winemakers and exciting emerging wine styles.



Bob Campbell - WINE CRITIC **Michael Cooper** - WINE CRITIC **Cameron Douglas** - SOMMELIER
Jane Hunter - MANAGING DIRECTOR/OWNER, HUNTER'S WINES NZ LTD **Marcus Pickens** - FINE WINE SALES MANAGER, GLENGARRY **Blair Walter** - WINEMAKER, FELTON ROAD

Timetable

Sunday 8 October

12:00pm

OFFICIAL OPENING

Philip Gregan with special guest speakers
John Campbell, Carol Hirshfeld.

12:30pm

WINE-THE EXPERIENCE

Philip Bothwell, Erica Crawford,
Cameron Douglas, Josselin de Gessincourt,
Timothy Giles, Joëlle Thomson.

2:00pm

AWESOME AROMATICS

John Forrest, Sven Nielsen, Nick Nobilo
Vic Williams.

3:30pm

WHERE TO FROM HERE?

Bob Campbell, Michael Cooper, Cameron Douglas
Jane Hunter, Marcus Pickens, Blair Walter.

Monday 9 October

11:30am

A NEW LOOK AT CHARDONNAY

Josselin de Gessincourt, Allan Scott,
Evan Ward, Kingsley Wood.

1:00pm

RIEDEL MASTERCLASS

Mark Baulderstone.

2:30pm

AWESOME AROMATICS

John Forrest, Alastair Maling, Sven Nielsen,
Nick Nobilo, Jane Skilton, Vic Williams.

4:00pm

WINE SERVICE - THE ESSENTIALS

Bob Campbell, Jane Skilton.

5:30pm

THE INTERNATIONAL WINE & SPIRIT COMPETITION-AWARDS TO WIN CONSUMERS

Jo Burzynska.

Tuesday 10 October

11:30am

AWESOME AROMATICS

John Forrest, Alastair Maling, Sven Nielsen,
Nick Nobilo, Vic Williams.

1:00pm

RIEDEL ON-PREMISE

Mark Baulderstone.

2:30pm

WHERE TO FROM HERE?

Helen Frith, Rod McDonald, Nick Nobilo,
Marcus Pickens, Keith Stewart, Clive Weston.

4:00pm

A NEW LOOK AT CHARDONNAY

Josselin de Gessincourt, Allan Scott,
Evan Ward, Kingsley Wood.

Monday October 9 11:30 - 12:30

A NEW LOOK AT CHARDONNAY

New Zealand Chardonnay is all about quality and diversity. The varied regional conditions combined with winemaker's skill and innovation mean that Chardonnay in New Zealand comprises a myriad of ever-evolving styles, capable of appealing to a wide range of palates. Chardonnay deserves its reputation as one of the most versatile food wines. Join a panel of industry experts in a tasting of New Zealand Chardonnays and hear their thoughts as to why New Zealand Chardonnay deserves a fresh look.

Josselin de Gessincourt - SOMMELIER, LANGHAM HOTEL AUCKLAND

Allan Scott - WINEMAKER, ALLAN SCOTT WINES & ESTATES LTD **Evan Ward** - WINEMAKER, MORTON ESTATE WINES

Kingsley Wood - FIRST GLASS WINES & SPIRITS



Monday October 9 1:00 - 2:00

RIEDEL MASTERCLASS

Join world renowned wine glass makers Riedel as they demonstrate the amazing sensorial benefits of using their varietal specific stemware. The class will be lead by Mark Baulderstone, Riedel Asia-Pacific Vice President and will feature the Riedel Vinum range. This session is a must for winemakers, wineries, retailers and those who demand the most out of their wines. See why Riedel really is a wine's best friend and why James Halliday, Bob Campbell and other leading wine experts now choose Riedel as their glass of preference for wine competitions.

Mark Baulderstone - RIEDEL ASIA-PACIFIC VICE PRESIDENT



Monday October 9 2:30 - 3:30

AWESOME AROMATICS

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John Forrest - WINEMAKER, FORREST WINES LTD

Alastair Maling - WINEMAKER, VILLA MARIA ESTATE

Sven Nielsen - SOMMELIER, OTTO'S RESTAURANT

Nick Nobilo - WINEMAKER, VINOPTIMA

Jane Skilton - WINE CRITIC **Vic Williams** - WINE CRITIC



Monday October 9 4:00 - 5:00

WINE SERVICE-THE ESSENTIALS

Wine service is an important part of the total dining experience. Whether in a fine dining room or a neighborhood bistro the choice and service of appropriate wines can contribute greatly to the enjoyment of the customer. Good foundation knowledge of the wines of the world empowers staff, giving them the confidence to recommend and serve. This session will give tips on what staff should know about wine to enhance the wine experience. This session is presented by Bob Campbell and Jane Skilton, co-founders of The New Zealand Institute of Wine Education which was established to provide high quality education and vocational training in wine.

Bob Campbell - WINE CRITIC

Jane Skilton - WINE CRITIC



Monday October 9 5:30 - 6:00
THE INTERNATIONAL WINE & SPIRIT COMPETITION - AWARDS TO WIN CONSUMERS

Resented by some and celebrated by others, wine competitions and rankings are a controversial yet unavoidable part of the wine industry. At a time when wine producers are faced with a potentially bewildering array of wine tastings and competitions to enter, Jo Burzynska, New Zealand representative of the IWSC - one of the world's most respected and longest running wine competitions - examines what gives this competition credibility. This seminar will also investigate how IWSC awards can best be used to generate sales and build brands in both the domestic and international marketplace.



Jo Burzynska - NEW ZEALAND REPRESENTATIVE, THE INTERNATIONAL WINE & SPIRIT COMPETITION

Tuesday October 10 11:30 - 12:30
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Join world renowned wine glass makers Riedel as they demonstrate the amazing sensorial benefits of using their varietal specific stemware. This class will be lead by Mark Baulderstone, Riedel Asia-Pacific Vice President and will feature the new Riedel O Restaurant and Riedel Extreme Restaurant ranges. This session is a must for bars and restaurants and those who demand the most out of their wines. See how Riedel improves wine enjoyment which results in increased wine sales and profits for your business!



Mark Baulderstone - RIEDEL ASIA-PACIFIC VICE PRESIDENT

Tuesday October 10 2:30 - 3:30
WHERE TO FROM HERE?

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Helen Frith - FINE WINE SALES MANAGER, NOBILLO WINE GROUP Rod McDonald - WINEMAKER, VIDAL ESTATE WINES
 Nick Nobilo - WINEMAKER, VINOPTIMA Marcus Pickens - FINE WINE SALES MANAGER, GLENGARRY
 Keith Stewart - WINE CRITIC Clive Weston - NEGOCIANTS NEW ZEALAND

Tuesday October 10 4:00 - 5:00
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 Evan Ward - WINEMAKER, MORTON ESTATE WINES Kingsley Wood - FIRST GLASS WINES & SPIRITS

Exhibitor Sessions

Proudly sponsored by:



Timetable

Monday 9 October

9.00am

GETTING THE MESSAGE ACROSS
Bob Campbell.

10:00am

EXPORT - MAXIMIZING THE
UK & EUROPEAN MARKETS
Warren Adamson.

Tuesday 10 October

9:00am

CHANNEL MANAGEMENT
Paul Couldrey, Dave Nicholas.

10:00am

ACNIELSEN - MAKING THE NUMBERS
WORK FOR YOU
Michael Walton.

10:30am

TRAVELEX- MANAGING FOREIGN
EXCHANGE RISK
Scott Hill.



Sponsors

We are grateful for the support of the following sponsors for the 2006 event:



Monday October 9 9:00 - 9:45

GETTING THE MESSAGE ACROSS

Around 3000 New Zealand wines will be released from the 2006 vintage. Another 1000 wines will be imported into the country this year. Only a small percentage of those wines will be featured in the press. Bob Campbell offers an insider's perspective on how to communicate with the wine press. He has invited comment from his fellow wine critics and will present his findings to help you get the message across. He will also review the cost and effectiveness of entering wine competitions both within New Zealand and offshore, offering a rating of wine competitions by key wine retailers.



Bob Campbell - WINE CRITIC

Monday October 9 10:00 - 10:45

EXPORT - MAXIMISING THE UK & EUROPEAN MARKETS

The United Kingdom remains New Zealand's #1 export market yet how is it performing over all? During this workshop Warren Adamson, Director UK & Europe New Zealand Winegrowers Association, will share current market data to re-enforce why the UK & European markets should remain high on every winery agenda. Warren will also outline the current on and off trade trends for this highly competitive market and how the UK & Europe Marketing Programme has evolved to match winery and market needs.



Warren Adamson - DIRECTOR UK & EUROPE, NEW ZEALAND WINEGROWERS ASSOCIATION

Tuesday October 10 9:00 - 9:45

CHANNEL MANAGEMENT

Valuable insights into the different sales channels available to New Zealand wineries and how to maximise opportunities in each.

Seminar contents include:

- What is channel strategy?
- Which sales channels should you target and why?
- Overview of the costs and benefits of selling in the key channels.
- The importance of grocery trade to the New Zealand wine industry.
- Insights into independent and traditional retail as well as on premise.



Paul Couldrey - PRINCIPAL, WINEPARTNERS LTD Dave Nicholas - PRINCIPAL, WINEPARTNERS LTD

Tuesday October 10 10:00 - 10:30

ACNIELSEN - MAKING THE NUMBERS WORK FOR YOU

3 years from now- what does our retail environment look like? What changes are we seeing today that will affect both the retail and competitive environment. A short, sharp review of consumer behaviours, attitudes and trends within the liquor channel.



Michael Walton - DIRECTOR, RETAIL CLIENT SERVICES, ACNIELSEN NEW ZEALAND

Tuesday October 10 10:30 - 11:00

TRAVELEX - MANAGING FOREIGN EXCHANGE RISK

Travelex Commercial Foreign Exchange is a global specialist in foreign payment and receipt processing, as well as currency hedging products. Travelex offers a wide range of hedging products including Forward cover and zero premium currency Option structures. They have acquired some considerable expertise in the risk solutions area. This presentation will outline some of the structures and strategies that have been attracting considerable interest from both importers and exporters in New Zealand.



Scott Hill - RISK SOLUTIONS EXECUTIVE, TRAVELEX AUSTRALASIA GROUP

About Travelex

Travelex is the world's biggest non-bank fx network with 29 millions customers, offices in 35 countries and 700 retail stores worldwide. Travelex is the world's largest airport retailer with 40% of the world's airline passengers seeing them. It is also the largest and most automated provider of travel money services, the largest processor of foreign coins and has partnerships with 400 global financial institutions.