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Leading Trade Wine Fair Announces New Initiative

WINE NEW ZEALAND is the leading trade event for the New Zealand hospitality and wine industries and the exclusive hospitality business event endorsed by the New Zealand Winegrowers Association. The traditional tasting forum displays the largest selection of New Zealand wines in the world, ranging from large commercial wineries through to boutique vineyards.

The continued success of the New Zealand Wine industry depends on its ability to innovate and consistently produce quality product. In recognition of this, dmg world media is proud to announce the introduction of a new feature within WINE NEW ZEALAND entitled- INNOVATION IN WINE.

INNOVATION IN WINE will complement the traditional tasting forum. It will include the WINE NEW ZEALAND SEMINARS, THE BUYERS CHOICE AWARDS and this year the inaugural INNOVATION IN WINE AWARDS. The awards programme will recognise people and the pivotal role that innovation and relationships plays in the sustainable future of the wine and hospitality industries. The features will inspire, enthuse and inform visitors and exhibitors alike. INNOVATION IN WINE will roll out a number of additional initiatives in future years, in line with the needs of the hospitality and wine industries.

“dmg world media is committed to the continual improvement of WINE NEW ZEALAND to ensure that we consistently deliver business value to our exhibitors and visitors.” commented Michele Harrod, Group Trade Manager, dmg world media. “The introduction of INNOVATION IN WINE is testimony to our commitment to provide key opportunities to educate and conduct business, but also to reward achievement and talent,” she added.

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