

# sauvignon

## 2019

International  
Sauvignon Blanc Celebration  
Marlborough 28-30 Jan

## PROGRAMME

### DAY ONE | PLACE

MONDAY 28 JANUARY

Master of Ceremonies: Emma Jenkins MW

#### 10.30AM - 12.30PM | ASB THEATRE

Coffee

#### 11.30AM - 12.30PM | ASB THEATRE

Light lunch

#### 12.30PM - 2.05PM | ASB THEATRE

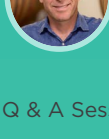
Kapa Haka Performance: Queen Charlotte Kapa Haka Group



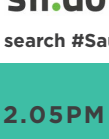
Welcome to Sauvignon 2019 | *Patrick Materman*



Place | *Emma Jenkins MW*  
Setting the scene for Day One



The Future of Sauvignon Blanc | *Matt Kramer*  
Sauvignon Blanc's ongoing place in the world of wine



Sense of Place | *Sam Harrop MW*  
The influence of place on how Sauvignon Blanc expresses itself. An exploration of a world of Sauvignon Blanc

Q & A Session\*

**sli.do** \*Download the **Sli.do** app from the app/play store or visit **sli.do** and search **#SauvignonNZ**, so you can participate in the Q & A sessions.

#### 2.05PM - 2.30PM | ASB THEATRE

Coffee break

#### 2.30PM - 4.30PM | MARLBOROUGH CONVENTION CENTRE

'Place' International Tasting and Panel Discussion

*Thys Louw, Diemersdal Wines - South Africa | Annie Favia-Erickson, Favia Wines - USA | Georg Winkler-Hermaden, Winkler-Hermaden Weingut - Austria | Sam Harrop MW | Emma Jenkins MW | Matt Kramer*  
A tasting featuring Sauvignon Blanc from around the globe, each style defined by the geographical features of mountain, river or sea.

#### 4.30PM - 9.30PM | PARIPUMA GARDENS, AWATERE VALLEY

'The Secret Garden' Party by the Sea

Kicking the celebration off with a seaside garden party!

*Dress code - smart casual (bring warmer layers for the evening)*

*Buses depart Convention Centre for Paripuma Gardens at 4.30pm*

### DAY TWO | PURITY

TUESDAY 29 JANUARY

Master of Ceremonies: Emma Jenkins MW

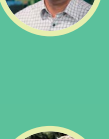
#### 7.45AM - 8.30AM | ASB THEATRE

Coffee

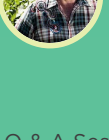
#### 8.30AM - 11.05AM | ASB THEATRE



Purity | *Emma Jenkins MW*  
Setting the scene for Day Two



Pure New Zealand - Our Unique and Fresh Climate | *Chris Brandolino*  
A fascinating insight into the climate and climate change trends of New Zealand's wine regions



Deep Impact - The Effect of Climate Change on Winemaking Purity | *Steve Smith MW*  
An in-depth examination of the implications of climate change on winegrowing and how we adapt

Q & A Session\*



New Zealand's Pure Approach to Sustainability | *Justine Tate*  
A look at the New Zealand wine industry's continuous improvement programme for sustainability, and the incorporation of organics into this programme



Sustainability in Action - Sustainable Winemaking and Design of Sustainable Wineries | *Prof. Roger Boulton*  
A thought-provoking overview of sustainable winemaking practices compared to current practices, what future sustainable wineries might look like, and what research and development is needed to achieve this vision for Sauvignon Blanc winemaking



Approaching Purity the Organic Way | *Jonathan Hamlet*  
A reveal of the benefits and challenges of taking the organic pathway with Sauvignon Blanc



Toitu 2020 | *Geoff Thorpe*  
The story of one company's attempt to redefine and reclaim the term sustainability, and some of the surprising discoveries they have made on their journey towards achieving it

Q & A Session\*

#### 11.05AM - 11.25AM | ASB THEATRE

Coffee break

#### 11.25AM - 12.55PM | MARLBOROUGH CONVENTION CENTRE



Get Somm - Views From the Floor, A Short Film | *Cameron Douglas MS*  
What do US somms think of New Zealand Sauvignon Blanc? What do they know about Sauvignon Blanc outside of the classical style? What advice do they have when it comes to selling Sauvignon Blanc in the US?



Purity Unravelling - The Myths and Realities of Sauvignon Blanc Food Matching | *Tim Hanni MW*  
An interactive session where Sauvignon Blanc flavours and associated food matches will be turned on their heads

#### 12.55PM - 3.45PM | VARIOUS LOCATIONS

'Purity' Tasting and Lunch

A classical Sauvignon Blanc tasting at two stunning winery locations

*Buses depart Convention Centre for winery locations at 12.55pm*

#### 3.45PM - 4.15PM | *Buses return to Seymour Square*

#### 5.45PM - 12AM | BRANCOTT VINEYARD, BRANCOTT VALLEY

'Blanc' Gala Dinner Beside the Mountain

A fitting celebration for our famous white wine!

*Dress code - blanc/white smart casual (bring warmer layers for later in the evening)*

*Buses depart Seymour Square for Brancott Vineyard at 5.45pm*

#### 10.30PM, 11.30PM, 12AM

*Buses depart Brancott Vineyard for Seymour Square*

### DAY THREE | PURSUIT

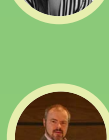
WEDNESDAY 30 JANUARY

Master of Ceremonies: Melanie Brown

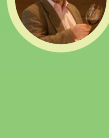
#### 7.45AM - 8.30AM | ASB THEATRE

Coffee

#### 8.30AM - 10.35AM | ASB THEATRE



Pursuit | *Melanie Brown*  
Setting the scene for Day Three



An Examination of New Zealand Sauvignon Blanc's Relative Success in its Major Markets | *David Allen MW*  
An analysis of Wine Researcher's data showing where in the world our Sauvignon Blancs were sold in 2018 and how they fared against the competition



How Do You Take Your Sauvignon Blanc? | *Dirceu Vianna Junior MW*  
A presentation of a Lallemand funded UK study, where consumer preferences of different styles of New Zealand Sauvignon Blanc were compared to the preferences of journalists and wine buyers

Q & A Session\*

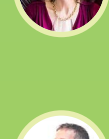
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A New Generation of Sauvignon Blanc Drinkers - Lighter Wines | *Dr David Jordan and Richard Lee*  
An insight into the Lighter Wines Research Programme and some of the practices that enable New Zealand to successfully craft premium, naturally lighter in alcohol Sauvignon Blanc



The Pursuit of Excellence | *Debra Meiburg MW*  
A specific look at Sauvignon Blanc in the Asian market, and how it relates to luxury goods and prestige



The Pursuit of Market Success | *Justin Howard-Sneyd MW*  
A look beyond the short-term challenges in the UK market, with advice to producers looking to develop a stable and thriving future business for Sauvignon Blanc in the UK

Q & A Session\*

#### 10.35AM - 10.55AM | ASB THEATRE

Coffee break

#### 10.55AM - 12.05PM | ASB THEATRE



Pursuing New Customers in Asia | *Sarah Heller MW*  
Insights into how Asian consumers' diverse cultural backgrounds influence their flavour and packaging preferences. Practical tips for harnessing the region's rising wealth and digital savviness to enter or grow these markets



Reaching Consumers in the Digital Age | *Paul Mabray*  
Adapting to a changing world and how to connect with new consumers, with a focus on the US market

Q & A Session\*



Farewell from Sauvignon 2019 | *Patrick Materman*

#### 12.05PM - 3.30PM | VARIOUS LOCATIONS

'Pursuit' Tasting and Lunch

A tasting of alternative styles of Sauvignon Blanc at various Marlborough winery locations

*Buses depart Convention Centre for winery locations at 12.05pm*

#### 3.30PM - 4.00PM | *Buses return to Seymour Square*

#### 5.30PM - 12AM | MARISCO RIVER HUT, WAIHOPAI VALLEY

'Where The Wild Things Are' Farewell Evening Beside the River

A chance to show off our 'wild' side as Sauvignon 2019 draws to a close

*Dress code - Kiwi casual (you're welcome to wear your jandals/sandals, bring warmer layers for later in the evening)*

*Buses depart Seymour Square for Marisco River Hut at 5.30pm*

#### 10.30PM, 11.30PM, 12AM

*Buses depart Marisco River Hut for Seymour Square*