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The logo for 'sauvignon. NZ 2027' features the word 'sauvignon.' in a stylized, lowercase font. The letters are filled with a green-to-yellow gradient and have a subtle, abstract pattern. Above the 'i' in 'sauvignon.' is a small blue dot. To the right of the word, 'NZ 2027' is written in a bold, green, sans-serif font. Below the main word, the phrase 'Celebrate the best' is written in a smaller, green, sans-serif font.

Celebrate the best

Media Release

12 November 2025

Winemakers Unite in Marlborough to Launch Sauvignon Blanc New Zealand 2027

On Monday, 10 November 2025, 50 New Zealand wineries gathered in Marlborough to mark the launch of **Sauvignon Blanc New Zealand 2027** - a nationwide, three-day celebration of Aotearoa's most iconic grape variety, taking place in Marlborough from 2-4 February 2027.

The event marked the start of a three-year journey to showcase New Zealand's leadership, innovation, and diversity in Sauvignon Blanc to the world. Held at the Marlborough Wine + Food Experience in Blenheim, it offered a first glimpse of the bold vision behind Sauvignon 2027 - to highlight the depth, diversity, and regionality of one of the world's most admired wine styles through a united collective of New Zealand producers.

Sauvignon 2027 will welcome global industry leaders, trade influencers, sommeliers, and wine content creators to beautiful Wairau, Marlborough, in February 2027 - in the height of a New Zealand summer and on the cusp of harvest.

Guests will experience the region's terroir, Kiwi hospitality, and the evolution of modern Sauvignon Blanc - from vibrant regional expressions and age-worthy styles to cutting-edge innovations - paired with New Zealand's finest food and culinary creativity.

Chaired by Yealands Chief Winemaker, Natalie Christensen, Sauvignon 2027 is shaped and led by **a committee of industry representatives** from nine New Zealand wineries, New Zealand Winegrowers, and Wine Marlborough.

Sign ups are now live for wineries looking to participate in Sauvignon 2027 at www.sauvignonnz.com

-Ends-

Find out more about Sauvignon 2027 [here](#).

For further Sauvignon Blanc New Zealand 2027 information, contact:

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Executive Officer, Sauvignon 2027
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Sauvignon 2027 Chair and Committee

Chair: Natalie Christensen

Committee: Ben Leen, Ben Tombs, Charlotte Read, Jules Taylor, Laura-Kate Morgan, Marcus Pickens, Murray Cook, Rachael Everitt, Rich Ellis, Richelle Tyney, Tracy Johnston

For further New Zealand Wine information, contact:

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Editor's notes

New Zealand Winegrowers

New Zealand Winegrowers Inc. is the national organisation for the country's grape and wine sector, with over 600 grower members, 700 winery members, and directly employing over 7,000 New Zealanders each year. [nzwine.com](https://www.nzwine.com)

New Zealand Wine

- New Zealand wine is exported to more than 100 countries
- New Zealand produces just over 1% of the world's wine
- New Zealand wine is New Zealand's sixth-largest export good
- New Zealand wine exports for 2024 were \$2.1 billion
- View reports and statistics [here](#)



Sauvignon 2027 Chair and Committee members



Committee and guests enjoy the festivities with glasses of New Zealand Sauvignon Blanc



Peter Meihana welcoming guests at the Sauvignon Blanc New Zealand 2027 Launch

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