



A Celebration of New Zealand Pinot Noir

About the Event

Described as “the best Pinot Noir event on the planet”, the Pinot Noir NZ Celebration showcases the very best of New Zealand Pinot Noir and attracts some of the greatest international minds on the subject.

This premium 3-day wine event brings together media, trade and enthusiasts from all corners of the globe, who descend on our shores to be educated, stimulated and connected to what makes our Pinot Noir so special.

Delegates get unparalleled access to insights and knowledge gathered from New Zealand’s own winemakers and world-renowned wine communicators, and get to rub shoulders with some of the greatest wine minds the world has to offer.

From 31st January – 2nd February attendees will be part of an aspirational and thought-provoking programme, listen to world-class keynotes, and be part of robust discussion. They’ll also embark on a virtual road trip, sampling over 350 pinot noir’s from seven unique regions, through a series of free-flow tasting sessions in venues across the Wellington City Waterfront.

There’s also a pretty impressive social calendar to boot, with great kiwi entertainment, and the very best in local cuisine.

Culinary and Social Programme

Attendees are treated to an exciting culinary and social programme, delivered by an all-star line-up of kiwi chefs, who will be putting food on the table alongside world class New Zealand wines.

Al Brown, Graham Brown and Josh Emmett will join Pinot Noir NZ’s culinary director –Wellington food legend Ruth Pretty MNZM in delivering a three day exposé on the local food scene.



Programme Theme

The three days will draw on daily themes of Embrace : Explore : Evolve, with Day One 'Embrace' focusing on welcoming everyone, to make them feel at home on our shores, Day Two 'Explore' about exploring greatness, and Day Three 'Evolve' peering through the looking glass towards the future.

When and Where?

The 2017 celebration is being held at six venues on the Wellington City Waterfront. It takes place every four years, with the first back in 2001. 2017 will mark the 6th event (it was held every 3 years up until 2013).

Who is involved in making this event happen?

Pinot Noir NZ 2017 is underwritten by New Zealand Winegrowers and administered by a Board comprising members of the wine industry. The current Chair is Ben Glover, co-owner of family vineyard Zephyr Wines.

All New Zealand wineries are offered the opportunity to register their interest in the event. They then go through a selection process, based on criteria including wine quality. Not all wineries who apply are selected to be part of the event. Once accepted, wineries may also submit wines for the culinary programme for the formal tastings. These wines are also selected based on their quality.

The Numbers

- 6,000 glasses used
- 600 attendees
- 115 NZ wineries involved
- 30 keynote speakers from around the world
- 20 countries that delegates come from
- 7 of NZs wine regions represented
- 6th time that the event has been held
- 2.5 years to organise
- 1200 loaves Ruth Pretty bread
- 90kg L'affare coffee consumed
- 200kg NZ Farm Raised Venison eaten
- 180kg NZ King Salmon devoured
- 100kg Moana NZ Fresh Fish served
- 3400 food portions served at the opening party
- 600 different Pinot Noirs sampled

Useful Links

[Programme](#)
[Culinary Programme](#)
[Participating wineries](#)
[Speakers](#)
[Media releases](#)

Social Media

Twitter: [PinotNoirNZ](#)
Facebook: [PinotNoirNZ](#)
Instagram: [PinotNoirNZ](#)
SnapChat: PinotNoirNZ
Website: www.pinotnz.co.nz



Attendee Quotes

I'm very excited about coming to Pinot Noir 2017, one of the hot tickets of the global wine scene. The magical combination is the most thrilling grape variety of all, one of the world's most dynamic wine scenes, and a wonderful collection of wine people, covering a range of backgrounds from winemakers to journalists to buyers to interested consumers. I've so enjoyed the 2010 and 2013 versions of this event. I've learned a great deal, tasted some superb wines, and met some great people. There's something special about Pinot Noir, a singular grape variety that has an addictive hold on those who fall to its charms. But it's a benign and thrilling addiction.

Jamie Goode, UK Wine Writer www.wineanorak.com

One of the greatest things about Pinot Noir is the passion it engenders in people. Not just the growers, not just the winemakers, but perhaps most of all in the people who drink the stuff. It's this shared love for the grape and its wine that has brought Pinot-lovers together for Pinot Noir NZ since its inception and what makes every version of this event worthy of anticipation. With an extra year of preparation, PNNZ2017 promises to be the best yet.

Joe Czerwinski, Managing Editor, Wine Enthusiast www.winemag.com

Stoked to be involved again in this premier pinot event. I was lucky enough to play a small part or two in the inaugural Pinot Noir NZ celebration back in 2001 , and i still recall with fondness the three epic days I spent cooking and hanging out with the 'Big Dog's' of the international Pinot Noir scene. Also any chance to work with Ruth Pretty and her extraordinary team for this has mass appeal. The menu I've put together for the part I'm playing, won't come as too much of a surprise for the kiwi attendees. I'm simply wanting to showcase how I, and many New Zealanders love to cook and eat. Informality and generosity are key, so too is freshly shucked selfish, the smell of burning native hardwood slowly cooking our countries best carnivorous cuts, while washing it all down with some of the finest grape juice in the world. Can't wait.

Al Brown, Chef & Restaurateur - Depot, The Feb, Best Ugly Bagels www.albrown.co.nz



100% Pure New Zealand Pinot Noir

Origins of Pinot Noir in New Zealand

Pinot Noir first appeared in the Auckland region during the mid 1970s and within a decade was being produced in Martinborough and Hawke's Bay, as well as most regions in the South Island. The early successes from Canterbury and Martinborough Pinot Noir in competitions, in addition to the demand for Pinot Noir as a component in high quality Méthode Traditionelle, has now made this varietal the most widely planted red grape in the country and one of New Zealand's most prestigious and acclaimed wine styles.

New Zealand Pinot Noir

Native to Burgundy and notoriously fickle (it is world class only in cool climate regions), the Pinot Noir grape has found in New Zealand a home away from home. Our winemakers tease a tantalising array of distinctive regional and terroir-driven styles from the land. Common to all, however, are Old World structure and elegance overlaying New World power and fruit-driven intensity.

- Pinot Noir is predominantly grown in the cooler southerly regions. The huge diversity in climates and soils enables a wide range of styles from the six main Pinot producing regions.
- Since the 1990s, plantings have expanded throughout all regions in the South Island and also in a few selected sites in the North Island.
- Pinot Noir is now second only to Sauvignon Blanc in production volume, with major plantings in six key regions.
- There has been impressive growth in export sales of New Zealand Pinot Noir in the last five years, with 12 million litres exported in the 12 months to June year-end 2016.



Regionality

Pinot Noir relishes cool temperatures and low rainfall and therefore performs with distinction in the Wairarapa and most South Island regions.

Soils in the Wairarapa consist of deep stony and silt loams over gravel, helping to produce Pinot Noir with strong, ripe plum flavours and great concentration.

The silty alluvial soils and long, cool ripening conditions in the South Island regions of Marlborough and Nelson produce vibrant, fruit-focused Pinot Noir with strong cherry and plum flavours. A significant percentage of Marlborough's Pinot Noir crop adds richness and body to the Méthode Traditionnelle sparkling wines for which the region has become famous.

In North Canterbury, chalky loam soils with limestone deposits, plus the cool, dry growing season are well suited for the production of high quality, vibrant Pinot Noir. The dry, sunny continental climate combined with the silt loam soils in Central Otago produce elegant, long-lived Pinot Noir that typically have strong cherry flavours.

Soils in the Waitaki Valley , north of Central Otago, comprise limestone, schist, alluvial greywacke, with substrata beneath the loess-based soil, resulting in a distinct mineral character in the wines.

Despite its northerly situation, Auckland is still classified as cool climate, producing Pinot with aromas of ripe cherry, strawberry and exotic spiciness, and cooler, high-altitude sites in Hawke's Bay produce savoury styles with earthy notes, plum and cherry fruit on soft juicy palates.

The Future of New Zealand Pinot Noir

New Zealand Pinot Noir continues to impress international audiences. The constant experimentation and refining, and the life-long love affair our viticulturists and winemakers have with this grape is evident, and is taking the varietal to new heights. The rewards of our passion for Pinot are clear from the escalating acclaim for New Zealand Pinot Noir throughout the world.

The New Zealand Wine Industry

The wine industry has grown to become an important and internationally-competitive part of the New Zealand economy.

In the year to 30 June 2016, the value of our exports lifted 10% to just under \$1.6 billion, the 21st consecutive year export value has grown. This two decade strong performance testifies to the underlying market and consumer demand for New Zealand wine.



Our special combination of soil, climate and water, our innovative pioneering spirit and our commitment to quality all come together to deliver pure, intense and diverse experiences. In every glass of New Zealand Wine is a world of pure discovery.

New Zealand is a country of contrasts with dense, native forest, snow-capped mountains and spectacular coastline. With wine growing regions spanning the latitudes of 36 to 46 degrees and covering the length of 1,600km, grapes are grown in a vast range of climates and soil types, producing a diverse array of styles. The northern hemisphere equivalent would run from Bordeaux (between the latitudes of 44 and 46 degrees) down to southern Spain.

New Zealand wine is distinctive for its purity, vibrancy and intensity. The long ripening period - a result of clear sunlight during the day and cool temperatures at night from sea breezes - allows flavour development whilst retaining fresh acidity, a balance for which New Zealand wines are renowned. There are a number of distinct major winegrowing regions spread throughout New Zealand, with the majority on the East coast of the Islands in the rain shadow of the mountains. Within these diverse regions, sub-regional characteristics are beginning to show through and wines are now being distinguished as being not just from a wine region, but from a sub-region and a place.

Success has been driven by the decisions, the commitment and the investments of our grape growers and wineries. Together they have built New Zealand wine into a globally successful brand.

New Zealand's small population, distant location and agricultural economy have earned the country a 'clean, green' image. Visitors often describe it as 'an unspoiled paradise'. New Zealand's winemakers and grape growers are determined to keep it this way.

The roots of grape growing and wine making in New Zealand are deeply embedded in sustainability. Pioneering kiwi winegrowers were one of the first to recognise that producing wines that ensured the protection of the environment, communities, and encouraged profitability was essential.

Sustainable Winegrowing New Zealand was launched in the mid-1990s. Twenty years later, it is recognised as a world leading wine sustainability programme. In 2016, 98% of New Zealand's vineyard producing area was Sustainable Winegrowing New Zealand certified – unmatched by any voluntary scheme around the world. Wine producers from north to south are committed to protecting the unique places that make our famous wines by minimising the use of chemicals, energy, water and packaging, and wherever possible reusing and recycling materials and waste.

