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## **New Zealand**

## **Wine Annual**

## **New Zealand Wine Report - 2015**

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### **Report Highlights:**

The Calendar Year 2015 grape harvest is forecast at 355,000 metric tons (MT) from 36,000 hectares (ha). This will be 20% below the record 445,000 MT produced in CY2014. Likewise for wine production in CY2015, forecast at 255.6 million (m) liters it will be 20% below the CY2014 level.

## **Executive Summary**

The Calendar Year 2015 grape harvest is forecast at 355,000 metric tons (MT) from 36,000 hectares (ha). This will be 20% below the record 445,000 MT produced in CY2014. Likewise for wine production in CY2015, forecast at 255.6 million (m) liters it will be 20% below the CY2014 level.

Savignon Blanc is the principal variety comprising 58% of the area planted and 72% of the total grape tonnage in CY2014. While vineyard area has been stable from 2012 to 2014 it is poised for another growth phase driven by the larger corporate vineyard and winery owners.

Wine exports from New Zealand in CY2015 are forecast at 215m liters, which will be 10% greater than the 194.1m liters shipped in CY2014. The CY2014 volume was 11% above the level for CY2013. The lower vintage in CY2015 and the increased level of exports will reduce the December CY2014 stock level, which was estimated at a record 219m liters, back down to 208m liters by the end of CY2015. Australia is the best market by both volume and value for New Zealand but the biggest problem facing wine exporters in 2015 is the appreciation of the NZ Dollar against the Australian currency.

Bulk wine sales were stable at 29% of the total exports in CY2014 but have surged to 46% of shipments in the first two months of CY2015, possibly because wineries are looking to clear some inventory before the CY2015 vintage is harvested.

Imports were stable at 39m liters in CY2014. Australia supplied 75% of the import volume. For CY2015 it is forecast imports will be at the same level again with Australia dominating supply.

## Production

For CY2015, the New Zealand wine Industry is forecast to harvest 355,000 metric tons (MT) of grapes from 36,000 hectares (ha). This will produce 255.6 million (m) liters of wine. Both grape and wine production in CY2015 is likely to be 20% below CY2014.

It was never going to be easy for New Zealand vineyards to collectively repeat the record average yield achieved in 2014. The almost perfect growing conditions for the 2014 harvest meant the nationwide average grape yield was 12.5 MT/ha, 45% above the long term average since 1997 of 8.6 MT/ha. For the 2015 harvest the combination of: less than perfect weather; greater disease prevalence; and the ongoing challenge of drought in the Marlborough province where 63% of the country's grapes are planted is likely to reduce vineyard yields back to 9.9 MT/ha.

NEW ZEALAND PRODUCING VINEYARD AREA BY GRAPE VARIETY									
(Hectares)									
	2006	2007	2008	2009	2010	2011	2012	2013	2014
Sauvignon Blanc	8860	10491	13988	16205	16910	16758	20270	20015	20027
Chardonnay	3779	3918	3881	3911	3865	3823	3229	3202	3211
Riesling	853	868	917	979	986	993	770	787	787
Pinot Gris	762	1146	1383	1501	1763	1725	2485	2403	2412
Other White Varieties							509	502	489
<b>Sub-Total White Area</b>							<b>27263</b>	<b>26909</b>	<b>26926</b>
Pinot Noir	4063	4441	4650	4777	4773	4803	5388	5488	5569
Merlot	1420	1447	1383	1369	1371	1386	1234	1255	1256
Syrah							387	408	423
Cabernet Sauvignon	531	524	516	517	519	519	305	301	297
Other Red Varieties							309	299	298
<b>Sub-Total Red Area</b>							<b>7623</b>	<b>7751</b>	<b>7843</b>
Other & Unknown	2348	2520	2592	2705	3241	3393	449	525	741
<b>Total</b>	<b>22616</b>	<b>25355</b>	<b>29310</b>	<b>31964</b>	<b>33428</b>	<b>33400</b>	<b>35335</b>	<b>35185</b>	<b>35510</b>

Source: NZW, Post estimates

Far from becoming more diversified over time the industry has become more concentrated on the Sauvignon Blanc variety. In CY2014 58% of total producing area was Sauvignon Blanc up from 39% back in CY2006. Because Sauvignon Blanc is a relatively high yielder in New Zealand conditions the variety produced 72% of the total grape tonnage in CY2014. The concentration on Sauvignon Blanc appears to have leveled off over the last three years but there is no indication that the trend has been reversed. White grape production comprises 88% of the total.

Vineyard area growth had levelled off between 2012 and 2014 but is now forecast to be on a material growth trajectory again. Anecdotal reports suggest 1,000 ha of new plantings in CY2014 just in Marlborough province. This growth is primarily being driven by the largest corporate wine companies who have lower overheads and can make the current market conditions work for them. During the early 2000's it was smaller investors developing 10 to 20 ha blocks which drove vineyard area growth.

**PRODUCTION TRENDS NEW ZEALAND VINEYARD AND WINE INDUSTRY**

Year Ending December	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015 Forecast
Number of Wineries	530	543	585	643	672	698	703	698	699	700
Producing Area in hectares	22,616	25,355	29,310	31,964	33,428	33,400	35,335	35,182	35,510	36000
Average Yield ((tons per hectare)	8.2	8.1	9.7	8.9	8	9.8	7.6	9.8	12.5	9.9
Average Grape Price (NZ\$ per ton)	\$2,022	\$1,981	\$2,161	\$1,629	\$1,293	\$1,239	\$1,359	\$1,688	\$1,650	\$1,650
Tons Grapes Crushed (000's of Tons)	185	205	285	285	266	328	269	345	445	355
Total Production Wine (millions of liters)	133.2	147.6	205.2	205.2	190.0	235.0	194.0	248.4	320.4	255.6

**WINE CONSUMPTION AND EXPORT TRENDS FOR NEW ZEALAND**

Year Ending December	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015 Forecast
Domestic Sales of NZ Wine(million liters)	51.2	45.3	51.2	58.0	62.2	61.8	56.7	50.3	51.5	52.0
Imports of Wine (millions of liters)	38.8	42.7	38.6	31.9	33.2	28.1	34.6	39.9	39.0	39
Total NZ Domestic Consumption	90.0	87.9	89.7	89.9	95.4	89.9	91.3	90.3	90.5	91.0
Population estimate (millions)	4.21	4.25	4.28	4.33	4.37	4.40	4.43	4.48	4.55	4.60
NZ Consumption per Capita of NZ wine(L)	12.2	10.7	12.0	13.4	14.2	14.0	12.8	11.2	11.3	11.3
NZ Consumption per Capita of all wine(L)	21.4	20.7	21.0	20.7	21.8	20.4	20.6	20.2	19.9	19.8

Estimated Export Volume (millions liters)	64.7	84.1	98.7	128.5	157.2	168.1	176.6	175.8	194.1	215
Export Value(millions of NZ\$ FOB)	610.8	759.9	903.3	1014.0	1088.7	1135.0	1216.2	1254.9	1351.6	
Estimated Average Price NZD/L	\$9.44	\$9.03	\$9.15	\$7.89	\$6.93	\$6.75	\$6.89	\$7.14	\$6.96	
Export Value(millions of \$US FOB)	396.6	560.1	632.6	652.0	788.2	900.8	986.8	1028.5	1119.7	
Estimated Average Price USD/L	\$6.13	\$6.66	\$6.41	\$5.07	\$5.02	\$5.36	\$5.59	\$5.85	\$5.77	

<b>Estimated Total Supply (Production + Imports) millions liters</b>	172. 0	190. 3	243. 8	237. 1	223. 2	263. 1	228. 6	288. 3	359. 4	294.6
<b>Estimated Total Demand (exports+ consumption) millions liters</b>	154. 7	172. 1	188. 4	218. 4	252. 5	258. 0	267. 9	266. 1	284. 6	306.0
Interim balance of Supply less Demand	17.3	18.2	55.3	18.7	- 29.4	5.1	- 39.3	22.2	74.8	-11.4
Running Balance ie estimated stocks at end Dec	93.6	111. 8	167. 1	185. 8	156. 4	161. 5	122. 3	144. 5	219. 2	207.8

Sources: MPI, NZW, Post estimates, GTA

## Stocks

Even though exports were up a significant 18m liters in CY2014 this wasn't nearly enough to absorb the big increase (72m liters) in wine production in CY2014. At the end of CY2014, stocks were estimated at 219.2 m liters 74.7m liters or 52% up on the previous year.

In the past this sort of increase would have spelt doom and gloom in the industry. However the wineries and wine exporters seem to be confident of a trend of increasing demand so need extra stocks.

Stocks at December 2014 were forecast to be 72% of CY2015's forecast aggregate demand. This ratio is high based on historical average for the last 16 years where this ratio of stocks to the next years demand has averaged 51% but not as high as 2008 which reached 77%. The reduced vintage in 2015 is likely to reduce the ratio of stocks to forecast demand to around 65%.

## Consumption

Total domestic consumption in CY2014 is estimated at 90.5m liters. Consumption has been relatively stable at between 90m to 91m liters for the last four years and is not expected to alter in CY2015. Imports of wine totaled 39m liters in CY2014 which was the same as CY2013. Again, this is not expected to change in CY2015.

## Trade - Exports

New Zealand exported 194.1m liters of wine in CY2014 which was nearly 11% above the CY2013 total. For CY2015 it is forecast there will be another substantial increase in shipments of 10% which would mean exports would reach 215m liters.

Principally the increase in exports will come from a reduction in stocks on hand. However the demand for New Zealand wine in its offshore markets is growing either from targeted marketing campaigns or from overall economic wellbeing increasing in the middle classes who are most likely to purchase New Zealand wine. The biggest problem facing wine exporters in 2015 is the appreciation of the NZ Dollar against the Australian currency.



Source: GTA

White wine exports comprised 91% of the total quantity shipped; red wine exports were 8%; and sparkling and fortified wines made up the balance of exports in CY2014.

Bulk wine sales in CY2014 comprised 29% of the total quantity exported from New Zealand, which is consistent with the last three years where 28-30% of wine exports have been in bulk form. It is useful to note that some wine companies export premium branded wine in bulk and bottle it in the destination country to take advantage of cheaper bottling costs.

Overall volumes of exports for the first two months of CY2015 are up 26% compared to the same period in CY2014. However bulk wine exports are up noticeably at 46% of the total compared with 30% comparable period in CY2014. Prices at the FOB stage have been discounted by 19% on average for the year to date CY2015 compared to the same period in CY2014. This suggests that the wineries are shipping some inventory quickly before the 2015 vintage arrives.

Grape prices being offered to growers for the 2015 harvest are similar to 2014 which suggests the wine companies are not pessimistic about the future, so the increase in bulk wine sales early in CY2015 at discounted prices, perhaps, shouldn't be seen as a trend for the future.

<b>New Zealand Wine Export Statistics (HS Code 2204)</b>									
<b>For Calendar Years</b>									
Destination Country	2012			2013			2014		
	FOB Value USD (millions)	Quantity (1000's Liters)	Price \$/L	FOB Value USD (millions)	Quantity (1000's Liters)	Price \$/L	FOB Value USD (millions)	Quantity (1000's Liters)	Price \$/L
Australia Total	310.5	50,664	\$6.13	317.3	53,297	\$5.95	295.0	52,852	\$5.58
United States Total	219.6	42,453	\$5.17	248.3	45,048	\$5.51	285.5	51,463	\$5.55
United Kingdom Total	234.2	53,196	\$4.40	228.6	47,020	\$4.86	281.2	55,750	\$5.04

Canada Total	59.8	6,853	\$8.7 3	65.2	7,416	\$8.7 9	70.8	8,581	\$8.2 5
Netherlands Total	22.6	4,645	\$4.8 6	25.0	4,571	\$5.4 6	29.1	5,313	\$5.4 7
China Total	24.2	2,450	\$9.8 9	17.1	1,753	\$9.7 8	22.9	1,918	\$11. 96
Singapore Total	12.2	1,184	\$10. 29	16.1	1,490	\$10. 83	16.9	1,560	\$10. 84
Hong Kong Total	15.8	1,546	\$10. 23	15.5	1,441	\$10. 78	13.8	1,386	\$9.9 4
Ireland Total	11.6	2,046	\$5.6 5	13.5	2,259	\$5.9 7	12.5	2,085	\$5.9 8
Sweden Total	10.3	2,121	\$4.8 3	11.5	1,819	\$6.3 1	10.7	1,579	\$6.7 6
Japan Total	11.2	1,153	\$9.6 8	11.6	1,180	\$9.8 3	10.6	1,163	\$9.0 8
France Total	7.0	665	\$10. 56	7.6	894	\$8.5 0	10.3	1,054	\$9.7 9
Germany Total	7.5	1,774	\$4.2 4	9.3	2,066	\$4.5 0	10.0	2,148	\$4.6 5
Belgium Total	5.0	966	\$5.1 8	5.4	964	\$5.6 5	6.5	1,254	\$5.1 5
Denmark Total	4.6	896	\$5.1 5	5.1	824	\$6.2 1	6.1	1,032	\$5.9 5
United Arab Emirates	4.9	595	\$8.2 9	4.1	486	\$8.3 5	5.8	630	\$9.1 9
Rest of the World	25.8	3,235	\$7.9 8	27.3	3,314	\$8.2 4	32.0	4,346	\$7.3 5
<b>Total for all Exports</b>	<b>986.8</b>	<b>176,4 42</b>	<b>\$5.5 9</b>	<b>1,028. 5</b>	<b>175,8 42</b>	<b>\$5.8 5</b>	<b>1,119. 7</b>	<b>194,1 14</b>	<b>\$5.7 7</b>

Source: GTA

## Imports

The main driver behind wine imports seems to be supermarkets aiming to supply the low price segment of the consumer market. This is particularly so for red wine coming from Australia. Advertising in the domestic market is often unsolicited mail with fliers from the supermarkets advertising wine specials. TV and radio advertising is not used very much. Premium wine such as the imports from France and United States are often marketed by wine distributors through direct mail (electronic or hardcopy) to their known clients, or through their websites.

## New Zealand Wine Import Statistics by Country of Origin

For Calendar Years showing Value in USD and Quantity in Liter Equivalents

Origin Country	2011	2012	2013
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	Value for Duty in USD (millions)	Quantity (1000's L)	Price /L	Value for Duty in USD (millions)	Quantity (1000's L)	Price /L	Value for Duty in USD (millions)	Quantity (1000's L)	Price /L
Australia Total	71.72	27,248	\$2.63	71.70	31,052	\$2.31	66.96	29,131	\$2.30
France Total	32.67	1,903	\$17.17	35.27	2,060	\$17.12	41.08	2,386	\$17.22
Italy Total	4.82	917	\$5.25	4.54	868	\$5.23	5.62	1,081	\$5.20
South Africa Total	4.27	1,701	\$2.51	5.97	2,187	\$2.73	5.09	1,884	\$2.70
Spain Total	1.80	458	\$3.93	2.12	513	\$4.13	2.78	700	\$3.98
Chile Total	2.61	1,652	\$1.58	2.56	1,949	\$1.31	2.40	2,055	\$1.17
New Zealand Total	1.10	201	\$5.45	1.22	738	\$1.65	1.55	887	\$1.75
Portugal Total	1.23	244	\$5.05	1.06	188	\$5.67	1.41	280	\$5.03
Argentina Total	0.44	106	\$4.17	0.60	137	\$4.34	1.01	255	\$3.98
United States Total	0.29	28	\$10.13	0.56	69	\$8.21	0.92	127	\$7.20
All Other Origins	0.82	171	\$4.81	0.78	155	\$5.05	1.01	188	\$5.40
<b>Total Imports</b>	<b>121.77</b>	<b>34,630</b>	<b>\$3.52</b>	<b>126.38</b>	<b>39,916</b>	<b>\$3.17</b>	<b>129.84</b>	<b>38,973</b>	<b>\$3.33</b>

Source: GTA

## Importing Regulations

### Policy Settings

The Geographical Indications (Wine and Spirits) Registration Act which was passed in 2006 has never been implemented. The present Government said in March 2015 that it will introduce a bill to amend the Act so it can be implemented. The present Government expects to pass the amendments by the end of 2015. Wine sector participants support this course of action.

The Government of New Zealand has indicated it is starting a review of the "Customs and Excise Act" however there are no definite timelines as to when this will happen. Excise tax is applied to all wine produced and sold in NZ so any changes may affect wine sellers costs sometime in the future.

### Composition and Labeling Requirements

All wine sold in New Zealand, including imported wine, must meet the labeling and composition requirements set out in the Australia New Zealand Food Standards Code, commonly referred to as



“the Code”. (Click here for information on the code:  
<http://www.foodstandards.gov.au/code/Pages/default.aspx>)

In addition to the regulations in the Code, New Zealand has rules for grape wine label statements about variety, vintage, or country or area of origin. These rules are collectively known as ‘the 85% rule’. If a label states the wine is from a particular grape variety, vintage, or area, then at least 85% of that wine must be from that variety, vintage or area. The 85% rule applies to wine labeled for retail sale. It does not apply to wine sold in bulk. As statements about grape variety, vintage or area of origin are not mandatory on a wine label in New Zealand, any label that does not have this information is not subject to the 85% rule.

While there are no specific requirements for information that goes on front or back wine labels in New Zealand, front labels tend to be fairly simple. They typically contain the name of the winery, the region, the varietal, and the vintage year. This universal approach affords New Zealand’s export-oriented wine sector with the flexibility and cost-advantage of printing up back labels with the specific information required by the competent authority in New Zealand’s many export markets.

New Zealand and the United States have an agreement in place that recognizes the respective wine making practices of the two countries. However, there are some differences in labeling requirements. For instance, New Zealand regulations require specific information on the label regarding how many “standard drinks” are contained in the wine bottle. There is also a requirement for allergen labeling, which does not exist in the United States. (For instance, if the wine was fined with egg whites, that must be printed on the label.) New Zealand also requires the “supplier” to be printed on the label, which could be the manufacturer, importer or distributor. (Most exporting companies tend to put the name of the importer on the back label.) Unlike the United States, New Zealand does not require a government health warning on the label.

For a list of composition and labeling requirements, please see Appendix 1 of this report.

## Tariffs and Taxes

Description	HS Code	Tariff as of January 2011	Excise Equivalent	HPA Levy*
Sparkling Wine	2204.10	5%	\$2.8273 per liter	3.8812 cents per liter
Wine of Fresh Grapes	2204.10	5%	\$2.8273per liter	3.8812 cents per liter
Wine for Further Manufacture	2204.29	5%	\$0	3.8812 cents per liter

Source: New Zealand Customs Working Tariff Document  
<http://www.customs.govt.nz/news/resources/tariff/theworkingtarriffdocument/Documents/Section%20IV.pdf>

Note: The excise equivalent for imports is equal to the tax levied on domestically produced wine. Taxes listed here are a guide only. See Appendix II for the New Zealand Customs website. Product for further manufacture has an excise tax placed on it when the final product is sold to retailers.

\* Health Promotion Levy (HPA) has superseded the Alcoholic and Liquor Advisory Council (ALAC) Levy

**Excise Equivalent:** The excise equivalent is charged to the importer or wholesaler when the product is sold to the retailer. Imported product that is moved to a licensed manufacturing area for further manufacture is not assessed the excise tax until after the manufacturing process is completed and it is sold to the retailer in a consumer packaged form.

**Goods and Services Tax (GST):** With few exceptions, goods imported and sold in New Zealand are liable for a Goods and Services Tax (GST) of 15%. GST is payable on the sum of the Customs value of the goods, the import duty, the ALAC levy, and freight and insurance costs.

**Indicative Fees and Charges:** An import transaction fee of a minimum of NZ\$24.00 is payable on every import entry and import declaration for goods. A biosecurity risk screening levy of approximately \$15.00 is also collected by Customs on behalf of MPI Biosecurity New Zealand.

There would also usually be a multiple release permit (MRP) form to be completed, which has a fee of approximately \$200, in order to commence imports.

These websites will also be of use to ascertain the actual fees and charges payable:

MRP

[http://www.foodsafety.govt.nz/elibrary/industry/Importing\\_Import-Describes\\_Food.pdf](http://www.foodsafety.govt.nz/elibrary/industry/Importing_Import-Describes_Food.pdf)

Guide Fees & Charges under the Food Act amended 2008

[http://www.legislation.govt.nz/regulation/public/1997/0100/latest/DLM232791.html?search=ts\\_all%40act%40bill%40regulation\\_food+regulations\\_resel&p=1](http://www.legislation.govt.nz/regulation/public/1997/0100/latest/DLM232791.html?search=ts_all%40act%40bill%40regulation_food+regulations_resel&p=1)

## Appendix I. Mandatory Requirements for Wine Imported into New Zealand

MANDATORY REQUIREMENTS (Standards 1.2.1, 1.2.2, 1.2.3, 1.2.5, 1.2.9, 2.7.1)	
The following requirements apply to all wine for sale in New Zealand. Different requirements may apply in export markets.	
<b>Legibility (Standard 1.2.9)</b>	Any mandatory items must be set out legibly and prominently such as to afford a distinct contrast to the background, and in the English language.
<b>Name of Food (Standard 1.2.2)</b>	All wine must bear a name or description sufficient to indicate the true nature of the food (e.g. “sparkling wine”, “white wine” etc., a grape variety name, or a generic name such as Port).
<b>Lot identification (Standard 1.2.2)</b>	All wine must bear lot identification on the package. If there is just one bottling of a particular wine then there is no need for a separate lot number, as the lot is self-defined.
<b>Name and address of supplier (Standard 1.2.2)</b>	All wine must bear the name and business address in New Zealand or Australia of the supplier. The “supplier” may be the producing winery, packer, vendor or importer. The address should be a physical address.
<b>Alcohol declaration (Standard 2.7.1)</b>	All wine must bear an alcohol declaration. The acceptable form for the declaration is ‘million liters/100g’ or ‘million liters/100 million liters’ or ‘x% alcohol by volume’ or words or expressions of the same or similar meaning – i.e. “% vol” will suffice. Tolerances of the declared alcohol content from that actual alcohol content are: fortified wine: + or – 0.5%; wine and sparkling wine: + or – 1.5%
<b>Net contents (Weights and measures regulations 1999 and amendments)</b>	All wine must bear a statement of net contents (e.g. 750million liters).
<b>Standard drinks (Standard 2.7.1)</b>	All wine must bear a standard drink declaration. The form of the standard drink statement is: “contains approx. x.x standard drinks”. The formula for calculating the number of standard drinks is: 0.789 x the actual alcohol content x the volume of the container (in liters).
<b>Country of Origin (Wine Regulations 2006 Reg#7)</b>	All wine must bear a country of origin declaration (e.g. “New Zealand wine”, “Product of New Zealand”). This is essentially a 100% standard – if any of the grapes, grape juice, concentrated grape juice or spirit used in a wine originates in another country, then that must also be included on the label
<b>Date of Labelling (Standard 1.2.5)</b>	Date labelling is not required for bottled wine, but may be for wines with a shorter shelf life, such as bag-in-box.
<b>Allergens (Standard 1.2.3)</b>	All wine must bear a sulphite declaration if it contains more than 10 mg/kg of sulphur dioxide. The form of the statement is: “contains preservative 220” (or 221, 222, 223, 224, 225, 228), “contains sulphites”, or “contains sulphur dioxide”. A wine label must include an allergen declaration if egg, fish or milk products are present. Isinglass is now exempt from allergen labelling, although other fish collagen products still need to be declared.
<b>Prohibited Labelling on Wine (Standard 2.7.1 and 1.1.A.2)</b>	Wines are prohibited from bearing health claims, or making representations as to being low in alcohol or non-intoxicating etc.
GRAPE VARIETY, VINTAGE AND AREA OF ORIGIN (Wine (Specifications) Notice) 2006)	
Statements about grape variety, vintage or area of origin are not mandatory on a wine label. When they are used on wines made from 2007 onwards all wines must comply with these rules whether they are destined for export or not. The only exception is when an overseas market has a less strict requirement and the NZFSA has given specific permission for exporters to use the less strict requirement applying in that market, as is currently the case for the USA.	
A label that states the wine is a single grape variety, vintage or area must be at least 85% from the stated variety, vintage or area. For example a ‘2007’ wine must contain at least 85% of vintage 2007 wine.	
A label that states the wine is a blend of grape varieties, vintages or areas, at least 85% of the blend must be from the stated varieties, vintages or areas. For example ‘Chardonnay Chenin Blanc’ must contain at least 85% from Chardonnay and Chenin Blanc grapes.	
A label that states the wine is a combination of grape variety, vintage, and area of origin, the combination must be at least 85% of that wine. For example ‘2008 Marlborough Pinot Noir’ must contain a minimum of 85% Pinot Noir from Marlborough that was harvested in 2008.	
A label that states more than one grape variety, vintage, or area, must present that information in descending order from the greatest to the least proportion in the blend. For example ‘Chardonnay Chenin Blanc’ must contain more Chardonnay than Chenin Blanc in the blend.	
A label must not include a claim about grape variety, vintage or area if that wine contains a greater percentage of wine from another grape variety, vintage or area that is not referred to by that label. For example a wine that contains 75% Cabernet Sauvignon, 15% Pinotage and 10% Merlot could be referred to as a ‘Cabernet Pinotage’ or a ‘Cabernet Pinotage Merlot’ but not a ‘Cabernet Merlot’.	
Cultures of micro-organisms used to make wine may be excluded from the minimum content calculations (up to a maximum of 50million liters/L) as can brandy or other spirit used for fortifying wine.	
Wines made from the 2006 and earlier vintages are exempt from the 85% rules, but remain subject to the current 75% requirement for statements about grape variety and the Fair Trading Act. If a blended wine contains more than 50% wine from the 2006 vintage or earlier, and that wine is blended before 1 July 2008, then the old rules continue to apply.	

Source: New Zealand Winegrowers

## Appendix II. Other Useful websites for Wine Importation

General Information on Importing:

<http://www.foodsafety.govt.nz/industry/sectors/wine/importing/index.htm>

More specific information on wine labeling and composition requirements:

<http://www.foodsafety.govt.nz/industry/sectors/wine/labelling-composition/>

New Food Act 2014 to come into force 2016:

[http://www.legislation.govt.nz/act/public/2014/0032/latest/DLM2995811.html?search=ta\\_act\\_F\\_ac%40ainf%40anif\\_an%40bn%40rn\\_25\\_a](http://www.legislation.govt.nz/act/public/2014/0032/latest/DLM2995811.html?search=ta_act_F_ac%40ainf%40anif_an%40bn%40rn_25_a)